

BEER CAN COLLECTORS NEWS REPORT



A Bi-Monthly Publication Vol. VIII No. 3 ... May-June, 1978

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Registration
Materials
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BEER CAN COLLECTORS NEWS REPORT

The NEWS REPORT is published bimonthly by the Beer Can Collectors of America, 747 Merus Ct., Fenton, Missouri 63026. Advertising is NOT accepted. Subscriptions are available only to members of the BCCA. BCCA initiation fee for persons residing in the U.S.A. is \$5.00 with annual dues of \$12.00. Initiation fee for members living in foreign countries is \$5.00 and annual dues are \$17.00. Of your dues \$3.00 is to cover the cost of your Subscription to the NEWS REPORT. Members joining after Oct. 1 are paid up for the balance of the present year plus all of the following year. Membership application blanks are available upon request. Second-class postage paid at Fenton, Missouri and additional mailing offices.

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Foreign Cans:

Did You Know:

Trade Session Calendar:

Brand Changes:

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PRESIDENT'S MESSAGE

8000! That's how many renewals we had this year—which is an 80% renewal rate, and that's pretty darn good. Add 3000 new members as of April 1, and we have about 11,000 active members at this writing.

The German Alps Festival—what is it? Those of you who live in the Hunter Mountain, NY area probably know. For the benefit of others, it is a three week German celebration and exposition featuring good food, music, beers from all over the world, carnival rides, etc. And for the first time, this year the BCCA will be participating with a booth to promote our hobby and our club, at the invitation of the GAF. The festival runs from July 19 to August 6; and on July 29-30, the GAF and BCCA will co-sponsor a beer can trading session on 25,000 square feet of the GAF parking lot.

The BCCA's participation in the GAF is being administered by board member Ray Knisley #877, and Gene DeLaFleur #9431 of the Schultz and Dooley Chapter. You can contact them for more details about the trading session. For more information on the GAF in general, you can obtain a free brochure by writing to German Alps Festival, Main Street, Hunter, NY 12442.

All of you should have received a copy of the new Constitution and By-Laws by now. *Please exercise your right to vote*, and mail the ballot that came with it to the BCCA office before June 1, 1978. If you have moved in the last month or so, and didn't receive the new Constitution, just write the BCCA office and another copy will be promptly mailed to you. I would also like to call your attention to Article X of the new Constitution. Assuming that it is approved, note that proposed amendments must be submitted to the Board of Directors at least 90 days prior to the Convention.

Well, thank heavens all that crummy snow is finally gone. Maybe we can get to some trade sessions now.

Jim Thole #410
President, BCCA

Please remember all News Report correspondence goes to:
BCCA News Report
7100 Broadway Bldg. 6-E
Denver, Colorado 80221

All materials must be in the editor's hands by the following dates for consideration.

ISSUE	DEADLINE
July - August	May 12
Sept. - October	July 14
Nov. - Dec.	Sept. 23
Jan. - Feb.	Nov. 10
March - April	Jan. 12
May - June	March 10

OOPS

Most of you will not be receiving this issue of the News Report until very late May. Your editor (me) has been rather busy of recent with both business and family. I took a 12 day vacation including the Western States Mini-Convention in Las Vegas. All was much fun including seeing many friends in the BCCA. Unfortunately, when I took the vacation is the same time period in which I normally do most of my editing on the News Report. Spring break for my sons necessitated this time period.

Please note this issue contains ALL Convention Registration materials. You will NOT receive a separate mailing as in the years past. This was done to save money. Also, note you do not have much time to get some of your entries to St. Louis. I'll be back on schedule for the next issue which you will receive in mid July.

Lonnie Smith #99, Editor

Paper Label Souvenir Cans

Sometimes we have trouble finding copy to fill the "right" space. This is one of those times and one of those spaces.

Due to member interest the News Report plans to do a photo article on Paper Label Souvenir Cans that have been issued by Chapters or BCCA members. If you have an extra label send it to Jim McCoy #136.

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Differences in Beer Cans

by Robert Landrey #15621

There is domestic and foreign cans, that are 7 ounce, 8 ounce, 9 2/3 ounce, 10 ounce, 11 ounce, 11 21/100 ounce, 11 1/2 ounce, 11 53/100 ounce, 12 ounce, 12 1/2 ounce, 14 ounce, 15 ounce, 15 1/2 ounce, 16 ounce, 24 ounce, 25 ounce, 26 ounce, quart and gallon cans.

There are cans which are steel with soldered, expoxied, and welded seams. There are aluminum cans that are seamless.

There are cans which are flat tops, conetops, tab tops, and button tops. There are cans with flat, concave, ringed concave, rocket, and doughnut bottoms.

There are cans that contain ale, beer, bock beer, draft beer, ginger beer, near beer, malt liquor, porter, stout, lager beer and malt lager.

The only thing beer cans have in common, is that they are made out of metal.

Foreign Brand Changes

By Marcella Schinski

Once again, through the capable assistance of the following reporters, we bring you news of beer cans from around the world; Leonard Dicker (9598), Johan Brisfjord (14344), Dave Finney (9170), Marcia Kasischke (2441), Jerry Schwartz (5732), Bob Prinz (6705), Sheldon Meshberg (3496), Bob Gervais (5793), Mike Schille (14240), John Kase (585), Ben Bright (146), Jack Turner (65), Gary Crossen (8068), Pincus Jaspert (2295); George Hansen (14305).

Ab Tre Bryggare IIB/Granges/Grangesburg, Sweden. A most unique 3.8 litre can. The top 1/3 of the can is white and contains 8 different pictures. The lower 2/3's of the can is green with a black outline of men drinking beer and also has 4 separate stories on the can.

Bio Comet Malt Tonic/Union De Brasseries/Paris, France. Now available in a crimped steel 33cl can with lettering in place of the star within the oval on the can. Significant wording & lettering changes on both sides of the seam as well as lettering changes on the opposite side of the can at the bottom.

1. Burns Extra Special Ale/Drybrough/Edinburgh, Scotland. Totally new brand; all black 440ml portrait can, with accent colors of red and gold with white lettering.

Castrol GTX Jubilaeums Pilsner/Hurlimann/Zurich, Switzerland. Available in a paper label, same design as shown in March, 1978 column (pg. 12-Can 3).

Colt 45 Lager/Carling-O'Keefe/Toronto, Canada. Same label as the U.S.; now in bottles; supposedly due in cans in the near future.

Corona Malta/Corona/Santurce, Puerto Rico. Now available in an aluminum can (10 oz.), with the words NUTRITIVA Y REFRESCANTE on both sides of the can. There is no longer any gold designs on the sides of this can.

Courage Pale Ale/Courage for Scotland/London, U.K.. 440ml black can with blue and white lettering.

2. Culemborg Lite/for Drie Krone/Heidelberg for sale in So. Africa. Still another calorie conscious country comes to the front with this 340ml two sided can in colors of red, gold, and blue on white.

Dinkleacker CD Pils/Dinkleacker/Stuttgart, Germany. White can with green and gold ships at top and bottom of this 33cl can with gold, black and green lettering. Very attractive and different from usual Dinkleackers.

Faxe "Der Grosse Dane"/Faxe/Denmark. Same identical bar scene is now available in the 50cl size.

Frydenlund Schous Export Pilsner Beer/Frydenlund Schous/Oslo, Norway. The word NORWAY now appears in bold letters on the non-seam side of the 9 2/3 oz. can. Brewery name and location is now 3 lines of print (on the side of the can whereas it used to be 4 lines of print).

3. Gold Eagle Bitter/Charles Wells/ Bedford, U.K.. Very attractive 2 sided 440ml can featuring a couple enjoying a brew while engaging in a game of chance. Also available in the 2.215 litres size of can.

Gold Ochsen Ulmer Pils/Goldochsen/Ulm, Germany. This 0.33 liter can is now an all gold can with the wording and contents at the bottom of the can now in blue. The words GOLD OCHSEN are considerably larger and appear one above the other.

4. Heidelberg "100" Lager/Interkontinentale/Braamfontein (So. Africa). The Afrikaans language (100% Suiwer Mout 100% Duitse Hops) is on one side of this can & English (100% Pure Malt 100% German Hops) is on the reverse side of this 340ml can with colors of red, green, & black on a white background.

Hurlimann Swiss Lager "Brewed & canned in the United Kingdom for Hurlimann, Zurich". This gold 275ml can is the third to be issued by Hurlimann, with the lettering on the reverse side of the can being Hurlimann Stern Brau.

John Courage Strong Pale Ale Export/Courage for Scotland/London, U.K.. 440ml black portrait can, with red, white and gold lettering.

Jubilee/Bass Charrington/London, England. Queen's Silver Jubilee 1977. Off white can with blue Worthington E pattern printed on label, royal crown motif, etc.

Kavaljer Ljust Lattol Klass I/Warby/(Sweden). This 45cl can in shades of brown and gold is a look alike for it's predecessor Kavaljer IIB

5. Kopparbergs Banco Ol II/Kopparbergs/(Sweden). Same designed 45cl can, but this time issued in blue & gold with black lettering.

Lion Beer Draught/New Zealand/Wellington, N.Z.. Three more 450ml cans in the Lion Beer Export new design of can, containing an encircled lion. The Draught Lion Beer Lager can has colors of brown, beige and yellow; the Export can is black, white and gold; and the Lager has colors of gold and two shades of blue. (The Beer can was shown in the July '77 issue.)

Mariestads Festival Beer/Granges/(Sweden). This red can is a look alike to the Mellanol IIB can which preceeded it as it has the same scenes, etc.. The only noteworthy difference is the lettering at the bottom of the can is now black wheras it previously was white.

Modelo Especial Imported Light Beer/Modelo/Mexico. To the casual observer, when one glances at this 12 fl. oz. can, one may think it's the same can that's been available for a long period of time. True, this is the same label, but Imported Light Beer is at the top of the can in red and Product of Mexico at the bottom in blue. Being an imported can the Importers name, etc., appears on the side of the can as well.

Paulaner Pils Munchen/Paulaner-Salvator-Thomas/Munich, (Germany). This 0,33l can is now silver in color with a new logo at the top of the can. The words Paulaner Qualitäts-Garantie appear in gold and the word Munchen is now near the bottom of the two sided can.

Risingsbo Dala Ol Klass II/Risingsbo/Morgardshammer, Sweden. This all blue can is the second 45cl can to be issued with the brand name within the black circle.

6. Sainsbury's Brown Ale/for Sainsbury/London, Great Britain. A total new design
 7. Sainsbury's Pale Ale on these 275ml cans with the Brown Ale can having colors of red, brown and white, and the Pale Ale being brown, orange and white.
 8. Sainsbury's Extra Strength Lager/for Sainsbury Ltd./London, Great Britain. A tall glass of beer adorns this two sided 15½ fl. oz. can, with background tones of black at the top lightening to brown tones at the bottom of the can.



9. Schultheiss Pilsner/Schlosser/Dusseldorf, (Germany). A total new concept; a 71 plastic container; tan in color with four black bands encircling the container with a paper label, complete with spicket and needle tip plunger for the top. This ecology container requires a \$10.00 deposit to insure it's return, but needless to say mine won't be returned. As you can see it's shaped similar to a barrel but is not stackable as are the traditional 5.01 barrels.

Sportsman Lager Beer/Intercontinental/Braamfontein, (So. Africa). Same basic label but a most significant color change has been made to this 340ml can. The crest is now red and blue with red lettering on a white can, and the entire logo is gold trimmed in black. This can contains the Afrikans (BIER) on one side, & English (BEER) on the reverse side.

Tennent's Lager/Tennent Caledonian/Glasgow, U.K.. I'm told this is to be an 8 can set of "Christy"; all in the 440ml size. Three of the eight poses are;

10. Coral sweater with floral design-front view

11. White rib knit sweater-left view

12. White rib knit sweater-right view

13. Watneys Strong Pale Ale Export/Watneys/London Grt. Britain. One will think of Watneys Special Ale can upon seeing this 9.68 fl. oz. can brewed for shipstores. This can is white, with a gold and black oval, and a red ribbon containing the word Export.



BEER CANS DON'T LITTER.. PEOPLE DO!



14. Wickuler Pilsener/Wickuler-Kupper/Wuppertal, W. Germany. Quite a major change has been made to this 0,33l can as it's an all white can now with the words Wickuler Pilsener in silver and the green oval near the top of the can is quite a bit smaller now. Other wording on the can is now in script and the ribbon at the bottom of the can is now red and silver.

Wieze Lager Beer/Wieze/Van Roy, Belgium. An exact look alike to the original Wieze Van Roy cans but Lager Beer now appears directly beneath the word Wieze on the 11½ fl. oz. can.

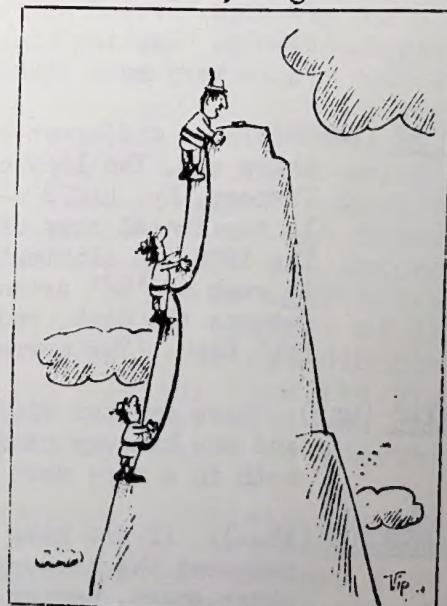
15. Windhoek Export Bier/South West Breweries/Windhoek, S.W. Africa. A word change to this 340ml can as well as a "logo" change. The new "logo" contains a horse and rider and the S.W. area of Africa is now colored blue on the can.

16. Wurzburger Hofbrau Pils/Wurzburger/Wurzberg, Germany. A great change was made to this 0.33l can as it's now a white and silver can with the word Pils appearing near the bottom of the can. The encircled 6 point star is greatly enlarged at the top of the can and ORIGINAL-BRAUEREIABFÜLLUNG are the only words now printed directly below the brand name. The can still contains the glass of beer on the side of the can.

SPECIAL REQUEST-Anyone having other poses of Tennents Christy, please forward the information to me. Thanks, *Marcella*

BIG GEORGE by Virgil Partch

FENWICK by Mal Hancock



"The Danes have beaten us to it, guys. Here's a beer can from Copenhagen."



DID YOU KNOW?

by Paul Holsinger, #6011

There are times, every now and then, when I wish I had the ability to write on the head of a pin. This is one of them! So many of you wrote me this past two months with excellent "Do You Knows" that even if I didn't already have a stack of older ones that had not been used, I would have had more than enough to cover many pages in this issue alone. I've tried to squeeze in as many as possible now; the rest will, hopefully, appear later as space permits.

Contributors (with heartfelt thanks) for this issue include: Bill Verkuilen (9928); Dennis Gordon (520); Rob Bennett (13251); Bill Thurston (10773); Jay Herbein (353); Steve Mandry (149); Paul Bronson (5683); Lee O'Dell (12774); Alfred Grill (4665); and Don Salyers (9365).

CHAMPAGNE VELVET: The flat top with the easily distinguishable "CV52" on the front has two varieties. One reads "Try it!" below the mark; another says "Enjoy it!"

CHIPPEWA PRIDE (INK 1): There are two varieties; one has the ingredients, contents, and brewery name in red letters; a second has all the above in black.

GRAIN BELT BOCK (GT1): Borders at top and bottom of one can are about 3/8" wide and the hexagon and/or diamond are in slightly different positions than on can #2. That can has borders of 3/16" and 1/4" and a slightly background color.

HAMMS: Like a number of companies, Olympia keeps changing their design slightly as they switch back and forth from aluminum and steel. For those of you who don't check closely the changes can be easily missed. The last Hamms can had a blue lion and brown writing; Olympia's first can had a brown lion and silver lettering; can #3 looks the same but the brewery name is reduced in size; can #4 switches back to a blue lion with mostly white writing and the current can's writing is silver.

HEIDELBERG (CRN7): Four different cans. #1 has a wide white stripe on each side of the can (the others do not have the stripe) and inside are the words "Brewed by Carling Brewing Company, Tacoma, Washington", the contents, and can type; #2 says "Brewed at the Heidelberg Brewery of C.B.C., Tacoma;" #3 notes, simply, "Carling National Breweries, Inc., Tacoma, Wa.," and the contents; #4 is very much like #3 except the label of the can is 1/4" higher.

OERTEL'S 92 (HMN20): Three different cans even though all look identical without a pretty sharp eye. The 1969 can says "Brewed and Filled by the Oertel Brewing Co., Newport, Ky. 41072 — Div. of G. Heileman Brewing Co., Inc." There are 14 horizontal rows of "92" around the can; the oval logo is 3 and 9/16" high. The 1970 can eliminates the dash between the zip code and Div. and has 16 rows of "92" around it. The logo is 3 and 3/16" high. Can #3 issued later returns the dash, reduces the "92" rows to only 13 and makes the logo 3 and 1/4" high. (The current Peter Hand can is identical to this last can).

PAUL BUNYAN (WS3): There are two different cans. Most have the shaded part of PB's jacket and the brewery name in black; some of the cans were also issued with both in a very dark green coloring.

SCHMIDT SCENICS (AS--): If you have noticed (I certainly hadn't), the Heileman folks have respaced the brewery name and locations on all the newer cans to create a wider apart, neater look than before. Does this mean 21 more on the shelf??

YUENGLING (YU2): There are two changes here that might not be noticed. The slogan "Brewed with sparkling mountain water from our private springs" was changed to read "Simply because we have always brewed a better tasting beer" without altering the can's overall appearance. The brewery name and location in much smaller

on the second can and is printed above the red and gold band instead of starting at the bottom and going through it as it had.

Before I close this issue of "Do You Know", there is one important point that needs to be noted. Two issues ago, Dick Rausche, the original editor of this column, mentioned that a brand new format was planned and in the works. That's only half-true and the real decision for what happens to this column rests with you, the readers. A number of people have been suggesting recently that the column ought to be more organized and/or systematic, featuring only one brand each issue instead of the random varieties that you-all send in as you spot them. I like the idea (though quite honestly, it isn't mine) and I'm more than willing to give it a try. But which cans to begin with??? I don't like the idea of dictating cans or brands to you but I did save out of this issue several great "DYKs" about Heileman's Old Style and others concerning Carling Black Label thinking maybe they could be used with a better collection of varieties from those company products. So lets give the idea a chance -- at least for the next two issues!!! For the July-August, 1978 issue, pull all you Old Style cans off the shelf and look for every minor difference you can find (though please remember, this column isn't interested in simply noting brand changes, but rather varieties in each different change). In September-October, we'll switch to Black Label and, if everything goes well, we'll go on with your favorites in months ahead. If not -- well, keep your regular items coming in too and if it appears you would rather, we'll switch back to our old (and present) format. You be the judges of which is best. Drop me notes, cards, letters, books, etc. and let me know what you think --- and get to work on Old Style cans too.

Paul Holsinger, #6011
22 LaTeer Drive, Normal, Ill. 61761

TODAYS CURRENTS - TOMORROWS TREASURES

Fellow Collectors,

Like most beer can collectors I wait patiently each month for the new news report to come out to see what's new in collecting. I have noticed, however, that I have never seen a letter explaining to all the collectors what a tremendous impact our hobby is having in today's brewing industry. There are tombstones telling of when a brewery has fallen by the wayside but no one has ever said how much some brewerys really are depending on the BCCA to help them stay alive.

I have been working in a brewery for several years and enjoy collecting all sorts of brewery objects, including cans. By working for a brewery I can see how much the big fight at the top of the brewery world is affecting the smaller brewerys. Many times they are forced to close their doors, but more and more they are realising what a fantastic demand there is for new cans, due to the 10,000 plus members of the BCCA. These innovative brewerys that are changing their age old company policies to conform to public demands are not folding from the pressure at the top, but are taking advantage of their smaller size and changing their cans as often as possible to promote sales, which is something the larger brewerys can not do as readily.

I take great pride in finding that "special" obsolete can that I want, however, I also remember that cones and flats were once current cans, and if I can, in some small way, help a smaller brewery stay in business by buying or trading for a current I'll do it, and take pride in this also.

Bill Cook
#15457

Chapter Brewings

by Jim McCoy #136

A collection of this 'n' that taken from recent issues of BCCA chapter publications and newsletters. Contributions are welcome and can be accomplished by sending your chapter's mailings to Jim McCoy #136.

THINGS OVERHEARD AT TRADE SESSIONS.

"Has this can been cleaned?" "Yes, but in cold water with a weak solution."
 "What will you give me for this can?" (A current Budweiser?)
 "This is a test can sold only in California." (I heard this about Players, when I knew it was also being sold in the Carolina's and Virginia at the same time!)
 "The BOOK says this is a ten dollar can." (What BOOK? The value is for a mint can, not the grade 4 can that is being traded.)
 "I only need your can for a trader." (That doesn't diminish it's value. However, some people feel that it does.)
 "I really need that can, Mister." (Nobody really needs any can.)
 "I only have one of these for trade." (That fact doesn't increase it's value either.)

The above comments all serve to give the trader more leverage in his trading, but in the end result a can is only worth what one thinks it is (both the trader and the tradee.)

Gambrinus Chapter

IT HAPPENS AT EVERY TRADE SESSION!

Why is it that the best cans that you see at any given session are the ones somebody else has just traded for?

Olde Frothlingslsh Chapter

GOOD THING HE WASN'T DRINKING FROM A KEG!

A West German man was arrested yesterday after he started a fight in a tavern. The fight started after the bartender added \$1.47 to the man's bill to pay for the beer stein he tried to eat after finishing the beer in it.

Greater Delaware Valley Chapter

DON'T FORGET YOUR TETANUS SHOTS!

The Cowboy Chapter is now issuing DUMPING PERMITS for the many miles of unclaimed rust this state has to offer. Anyone caught dumping without a permit will be fined either a cold 6-pack or a mint Sheridan cone, which ever they happen to have. Stake you claim now as rust may soon be worth more than gold or silver.

Cowboy Chapter

SIMPLE, IT'S ONE OF MURPHY'S LAWS!

Why is it that you can try to shake a used tabtop out of a can nearly forever, but it'll never fall until that moment when you hold the can over your face to see why the blamed thing is stuck?

Olde Frothlingslsh Chapter

AT LEAST IT'S SAFER THAN SACCHARIN!

Question - What possible good would an 8 oz. can of Light beer be? A mouse couldn't get drunk on a six-pack.

Horlacher Chapter

NOW YOU KNOW DEPARTMENT:

Dear Hugo,

What is the story of the Neuweiler Hochberg can, and why are they so hard to get?

Confused in NYC

Dear Confused,

the can was produced at the bitter end, however it's believed that very few were filled. Most Hochberg cans are air-fills made for the promotion. These of course came out of the brewery. The can was filled however, I know of at least one rust-hound in the Pa. coal regions who found several cases. The case is typical of many rare cans, production was halted after it hardly begun.

HUGO!

Horlacher Chapter

WELL, IF YOU CAN'T HAVE THE CAN, AT LEAST YOU CAN DRINK THE BREW!

Did you know that when you drink a COLT 45 you are also drinking FRENCH 76 Sparkling Malt Liquor? This is a result of a beer recovering its place in the market with a simple change in packaging. National Brg of Baltimore produced FRENCH 76 in 1968 & 1969 but met with little success. Another of their malt liquors launched about the same time - JAMES BOND 007 - also failed its market test. So, after taking a look at their FRENCH 76 brew, National decided to give it a new image under the label COLT 45 and the brand has never looked back since.

Capitol City Chapter

SHAGGY DOG STORY.

Did you hear about the two drunks standing on the pier in a dense fog?

The first drunk said to the second one "Let's walk out to the end of the pier and look out into the bay."

The second drunk said "It's so foggy, how do we know that we won't fall off the pier into the bay."

The first drunk said "Simple my good fellow, we will simply count the slats in the pier as we go."

The second drunk said, "Fine, that sounds reasonable."

So off they went down the pier, and sure enough, they both fell off the end of the pier into the bay.

Moral of the story - When you're out of slats, you're out of pier!

Big Beer Brotherhood

'NOTHER SHAGGY DOG STORY.

Willie was absolutely crazy about Wanda. Sure she was just a worm but then again, so was Willie. What really drove Willie wild was Wanda's wiggle. Willie had seen attractive tails before but Wanda's tail was definitely magnificent. And fortunately, Wanda liked Willie too. They would go for long crawls together at night. One evening while crawling over a railroad track, they were surprised by a train and poor Wanda lost her tail. Willie was aghast! Wanda's tail, gone! He wouldn't have it. Turning around, Willie started back over the track to retrieve Wanda's tail but a second train surprised Willie and took off his head. And the moral of this story? Simple ... Never Lose Your Head, No Matter How Nice The Can!!

Chesapeake Bay Chapter

KEITHLINE'S STEPPING-ON-A-CAT ROUTINE IS STILL THE ACT TO BEAT!

Shortly after the meeting we and about 50 others ascended to the Larry Wright's for a super, super party. Highlights were the "buffoonery" (whatever that is) where certain members would stage acts that they were famous for. For instance, Hal Lecker laying flat on the floor to see if he could actually get up and having our Harry go through an obstacle course consisting of one beer can. You can use your imagination from here on as to whether he made it or not.

Big Beer Brotherhood

AND YOUR SPOUSE TALKED TO YOU!

Do you remember when a weekend trip meant hearing the hum of the car engine instead of that "rattlerattlerattlerattlerattle" of cans in the back seat?

Olde Frothlingslosh Chapter

GIVES A WHOLE NEW MEANING TO THE TERM, DOWN UNDER!

Average consumption in the USA is about a six-pack a week for every adult—nowhere near the top of the world list, which is usually dominated by the West Germans, the Czechs, the Australians, the Belgians, and the English. Northern Australia often claims the world crown. Beer drinking is such a way of life there that a decade ago a fledgling Society for the Prevention of Alcoholism disbanded for lack of members.

Big Beer Brotherhood

ANYONE KNOW THE WHEREABOUTS OF THE OTHER FOUR?

If you have the BCCA's book, THE BEER CAN, you are probably aware of the fact that actress Diane Baker was one of the "Miss Rheingold" contestants whose picture appeared on the Rheingold cans in 1956.

But did you know that another of the Rheingold girls also has Hollywood connections. That would be Kathryn Wallace. She is now known as Kathryn Avalon, primarily because her husband is singer/actor Frankie Avalon. She and Frankie have been married for 15 years and they have 8 children.

Packer Chapter

DID YOU KNOW?

... that movie and T.V. actress Shirley Jones is a brewers daughter. Her father, Paul Jones, was president of the Jones Brewing Co. of Smithton, Pennsylvania from 1952 until his death in 1959.

Goebel Gang Chapter

IT'S ALL IN HOW YOU LOOK AT IT!

"He doesn't really have a drinking problem. What he has is a stopping problem."

Big Beer Brotherhood

BEEN WONDERING HOW YOUR CHAPTER CAN AFFORD A HOSPITALITY SUITE IN MILWAUKEE?

We also have started an aluminum recycling program. We would appreciate, your help by saving all the aluminum cans you might use, such as Old Style, Schlitz, Miller Lite, etc. If all goes well, the money from the recycling will go towards paying part of the cost of the hospitality room. The aluminum (crushed or otherwise) and the bottom-opened steel cans may be brought to any trade session and given to one of our chapter officers.

Packer Chapter

AND THE BEAUTY IS SOMEDAY THESE CANS WILL BE OBSOLETE!

During 1977, over thirty completely new brands of beer appeared on the market, approximately fifty brands made major label changes, and, several brands issued sets of cans, such as Sterling's Kentucky Derby set, Ortlieb's Pennsylvania series, Brickseller's endangered species set, etc. So, you can see that if you had just kept up with the current cans appearing on the market, you would have been able to add at least 100 new cans to your collection. This doesn't even take into account the hundred or more minor changes and variations that showed up during the year.

McDonnell Douglas Chapter

YOU DESERVE A KEG TODAY!

What is the most identified silhouette in all the world?? You are aware of the fact that American businesses spend millions in creating a trademark, object, symbol, slogan, etc., that makes its product readily identifiable in the consumers mind. Now stop and think for a second.

What silhouetted trademark, object, etc., is readily recognized the World over?? Simple!! The "Golden Arches" of McDonald's according to a recent survey is number one. But what is the second?? A few hints—not the Statue of Liberty or the U.N. Emblem. Try your collection.

No George, it's not "The King of Beers". It is the Schlitz rhomboid. Amazing!! Hamburgers and schlitz Beer are better known than the Statue of Liberty and the U.N.

Who said Beer Can collecting was not educational??

Knickerbocker Chapter

IF YOU STILL CAN'T FIND IT, FORGET IT. THE SWAP WAS HELD LAST MONTH!

Attached to this newsletter you'll find our SuperSwap III flyer. (Finding it is easy. Just look for the piece of paper that's a different color than white. If you have trouble, look for the words "SuperSwap III". If you *still* have trouble, you've been emptying too many traders. Try again tomorrow.)

Garden State Chapter

HOW COME NO ONE WANTED THEM THE LAST TIME I BROUGHT 'EM?

Why is it that the cans that trade the best at any given session are the ones you had decided not to bring?

Olde Frothlingslosh Chapter

SOME DAYS IT JUST DOESN'T PAY TO GET OUT OF BED!

Did you hear the one about the collector who went dumping one below-zero Sunday? Well it seems like he picked up a rusty relic that was so cold it stuck to his hand, and it wouldn't come off until he got home and soaked can and hand in oxalic acid. It was bad enough that he messed up his hand, but the can turned out to be a Faygo Cherry Soda.

Olde Frothlingslosh Chapter

HMMMMMM ?

Did you ever stop to think that the "Distinctive" taste of draft beer on tap at the local pub may be due to the fact that the bartender never cleans the tapper.

Packer Chapter

MISCELLANEOUS WISDOM OF THE AGES.

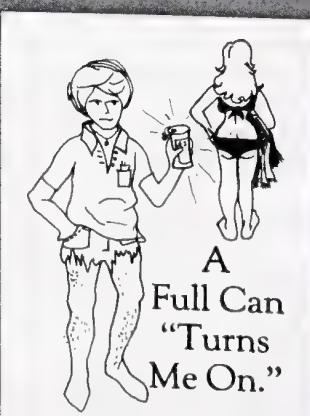
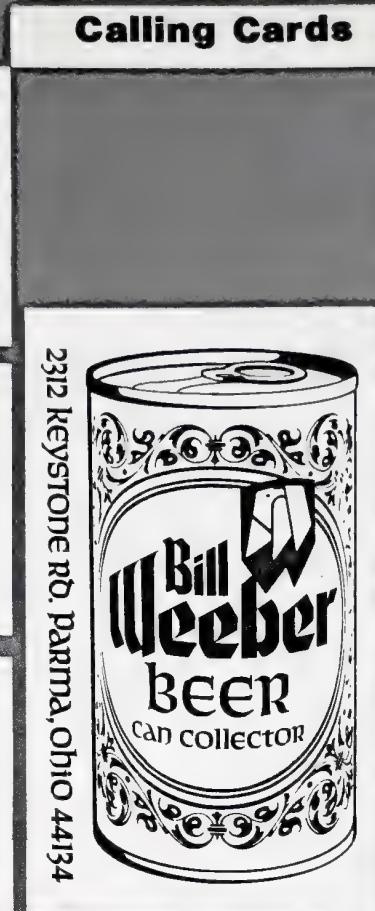
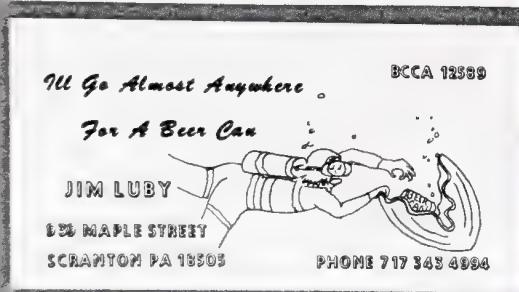
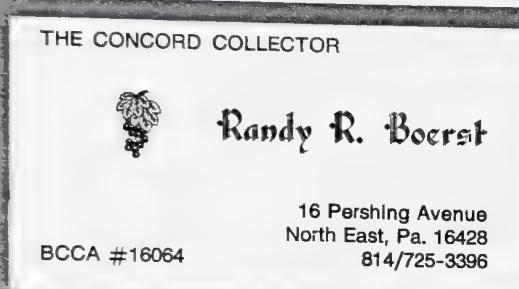
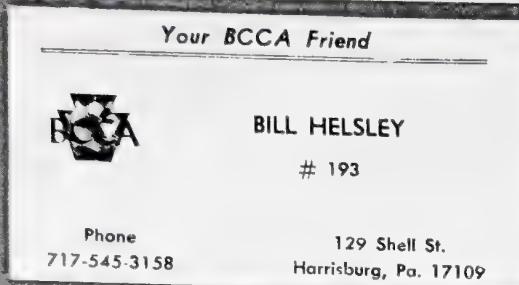
English proverb: "Bread is the staff of life, but beer is life itself."

German proverb: "There is no bad beer. Some kinds are better than others."

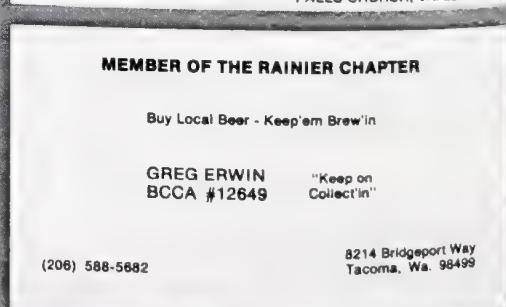
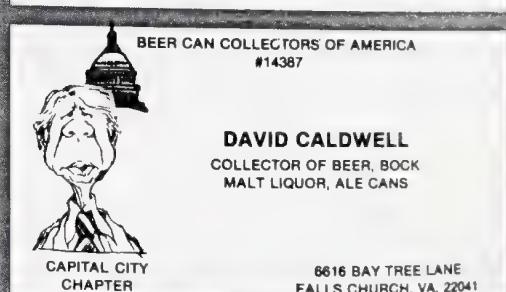
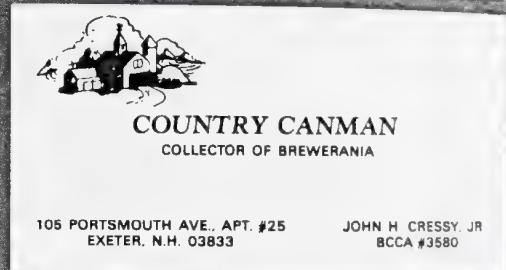
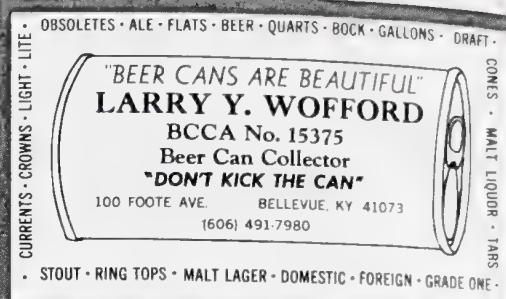
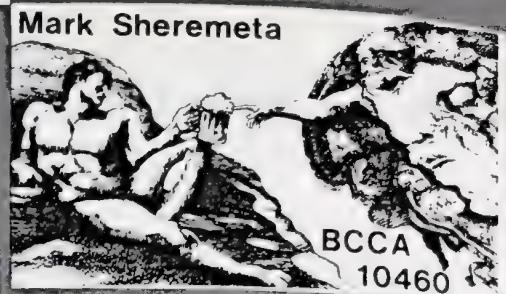
Dutch proverb: "A house full of daughters is like a cellar full of sour beer."

Big Beer Brotherhood

Calling Cards



JOE BRADAC
B.C.C.A. # 11656
113 Owsley St., Masury, Ohio 44438



letters to the editor

Dear Editor:

A good way to have cans sink into oxalic but not have can opener holes in each end of your beer can is to put a small nail hole in the top of the can. It works well and is hard to notice. Just make sure the end with the nail hole is the top when you are putting your can into soak.

Scott Field #14868

Dear Lonnie Smith #99,
Reading my "Collectors News Report" March-April-1978 on page 21 I read of our member Tom Green #9174 stating he found some Pabst soda cans of Milwaukee, Wisconsin Brewery Co. As a collector since 1956 I know that during the war years Pabst put out soda and also made chewing gum in different flavors. On the gum labels were the name of Valentine Pabst. This was to keep the brewery in operation during the bad years. Also Yuengling made ice cream which is still sold in Pennsylvania and also Stroh made ice cream. So were many more breweries converted into making nonalcholic beverages to keep their breweries in operation until the end of prohibition. Hoping this will answer Tom Green #9174 question.

In Sincerity,
Joe Veselsky #226



Editor,

I came upon a very rare one last month- a grade 2 left eye. You see (a poor pun), I was cleaning the rims on a couple of grade 482 dumper flats with a grinding wheel the night before our big trade session in New Jersey. I had safety glasses on but I found out the hard way that they should have been goggles. I felt something in my eye that night, but it wasn't very bad and I was too concerned about the next day to really worry about it. Well, the next day came and I, along with #---- went to trade a few cans. By noon my eye was red and tearing; by 1:00 I could just about see; by 3:00 I was in the hospital with an eye surgeon picking a piece of rust out of my eye with a needle. Two days later the good doctor had to "grind" the rust ring from my cornea using the same "bit" that a dentist uses to grind your tooth. I'm lucky though, my eye cleaned up to a grade 1 and is back on display in my head. The grade 482 dumpers that started it all cleaned up to a grade 475 and wound up in the trash, and a pair of full cover safety goggles wound up in my "clean up kit".

Ken Konopha #9917

Dear Sirs:

I wish to thank you for a splendid job on your new book, "The Beer Can". Me and my Dad followed some of your tips. Me and my Dad went out to a nearby woods and found a whole bunch of old flat tops, but 2 days later we came down with poison ivy. Could you print something about poison ivy because I feel it ain't just us.

Thank you,
Clifford Romig #17297

Editor's Note: Please write to Clifford if you can be of help.

Plan to attend
CANVENTION VIII
MILWAUKEE
SEPT. 21-24, 1978

NATIONAL HQ

In the September News Report we notified you that we had moved our national office to 747 Merus Court. Now, here, in photos, is that office.

The main consideration at the time of the move was the fact that our former landlord not only wanted to raise the rent one-hundred dollars per month, but that after doing so we would have only one year's time before we would have to move out anyway due to the fact that another of the tenants needed more space, our space.

However, many other benefits were recognized also in the move. First of all, our total office and warehouse space was increased to two and one-half times what the old office afforded. This additional space has meant: board meetings can now be held at the office, where needed files and records are close at hand; our office staff, consisting of two full timers yearround and another full timer from November through March, now has room to process all the requests for supplies and reply to all the letters requesting information, where one full timer and a parttimer were rapidly being buried at the old office; there is more room to store additional information of interest to members such as the immense historian files containing the published stories of the BCCA, its chapters and individual members as well as articles on the brewing industry; there is now room for additional benefits such as the reference library now being assembled through members' donations and the momentos of the club's history that are starting to build up.

Hopefully we will have enough space for many years to come. However as can be seen in the photos, we may have to hire additional people to answer the correspondence that comes in daily.

We hope that this gives our members some idea of how the club office works and has grown. And now that you can recognize the office, feel free to drop in anytime!



This is the place.



A part of our office staff.



More of the office.



Some of the attendees at the January Board Meeting.



Wonder what's inside?



A portion of the storage area.



One day of incoming mail.



One day of outgoing mail.

16

Rank

US Brewing Capacities

(as of 1-1-78)

Capacity (in barrels)

<u>Rank</u>	<u>Brewer</u>	<u>Capacity (in barrels)</u>
1	Anheuser-Busch (all plants)	42,000,000
2	Schlitz (all plants)	32,000,000
3	Miller (all plants)	28,000,000
4	Pabst (all plants)	18,000,000
5	Coors, Golden, Colo.	15,000,000
6	Heileman (all plants)	9,000,000
7	Stroh, Detroit	7,250,000
8	Olympia (Olympia, Wash. 4,000,000) (St. Paul, Mn. 3,000,000)	7,000,000
	Falstaff (all plants)	7,000,000
10	Schaefer (all plants)	6,500,000
11	Carling-National (Baltimore 1,650,000) (Belleville 1,200,000) (Baltimore 800,000) (Frankenmuth 800,000) (Tacoma 650,000) (Phoenix 350,000)	5,450,000
12	Schmidt's (Philadelphia 2,040,000) (Cleveland 1,500,000)	3,540,000
13	Genesee, Rochester, N.Y.	3,000,000
14	Pearl, San Antonio	1,700,000
15	General (San Francisco 1,200,000) (Vancouver, Wash. 400,000)	1,600,000
16	Lone Star, San Antonio	1,500,000
17	Pittsburgh, Pittsburgh	1,250,000
18	Hudepohl, Cincinnati	1,000,000
	Peter Hand, Chicago	1,000,000
20	Erie, Erie, Pa.	900,000
21	Falls City, Louisville	800,000
	Blitz-Weinhard, Portland	800,000
	West End, Utica, N.Y.	800,000
24	Latrobe, Latrobe, Pa.	750,000
25	Champale (Trenton 400,000) (Norfolk 200,000)	600,000
26	Eastern, Hammonton, N.J.	400,000
27	The Lion, Wilkes-Barre, Pa.	350,000
28	Huber, Monroe, Wis.	340,000
29	Dixie, New Orleans	300,000
	Horlacher, Allentown, Pa.	300,000
31	Cold Spring, Cold Spring, Mn.	275,000
32	Pickett, Dubuque	200,000
	Schoenling, Cincinnati	200,000
	Yuengling, Pottsville, Pa.	200,000
35	Jones, Smithton, Pa.	150,000
	Walter, Eau Claire, Wis.	150,000
37	Fred Koch, Dunkirk, N.Y.	105,000
38	Duncan, Auburndale, Fla.	100,000
39	Prinz Brau, Anchorage, Ak.	90,000
40	Leinenkugel, Chippewa Falls, Wis.	85,000
41	Spoetzl, Shiner, Tex.	60,000
42	Stevens Point, Stevens Point, Wis.	55,000
43	Schell, New Ulm, Mn.	50,000
44	Geyer Brothers, Frankenmuth, Mich.	30,000
	Straub, St. Mary's, Pa.	30,000
46	Anchor, San Francisco	12,000
47	New Albion, Sonoma, Cal.	200

Above thanks to Larry Freeze #5937

The Emporium of Opportunities

Pithy Little Advertisements that are Interesting, Instructive and Profitable to Read, for they put you wise to the newest and best in the market and keep you in touch with the world's progress.



I'll be getting married on June 3rd, and since we'll be extremely busy with last minute wedding plans the 2 weeks prior to the 3rd, I'd appreciate receiving all trade session information by May 21st, as I'll be typing the final draft the evening of the 21st. ----- THANKS -----

May 20 Patrick Henry; Kalamazoo, MI; George Baley, #4262

May 20-21 Southern Tier; Deposit, NY; Marie Lillie, #2590 or Pete Hampstead, #689

May 21 Bullfrog; Lake Zurich, IL, Breezewald Park; "3rd Annual Trade Session and Picnic"; Joe Schweda, #4371

May 21 Packer; Abrams, WI, Abrams Town Hall; Bill Jones, #11458 or Ken Treml, #4934

May 21 Hawkeye; Dubuque, Iowa; Gary L. Fronk, #2506

May ? Silver Foam; Jackson, MI; Ken Hawkins, #6830 or Paul Robinson, #5813

June 3 A-1; Tucson, AZ Bob or Charlotte Percox, #3042 & #10035

June 3 A WEDDING; Huntington, WV, 6:30 PM; Janet Ratcliff and Mark Ferguson; In lieu of gifts, mail cans and cash to 1430 Cedar Crest Dr., Huntington, WV 25705

June 4 Keystone; Harrisburg, PA area; David L. Krantz, #10227

June 4 Van Dyke; St. Charles, MO; Roland Mallinckrodt, #7059

June 9-10 North Star & Badger Bunch; Eau Claire, WI; "6th Annual Weekend at Wally's"; Wally Swenson, #348 or Glenn Thorsen, #320

June 10 Mile Hi; Central City, CO; "3rd Annual Central City Beer Can Trading and Emptying Exposition"; Max Robb, #116

June 10 Goebel Gang; Mishawake, IN; "Casey Kania Memorial"; Dar Cook, #4600 or Fred Schleiger, #993

June 10 Wooden Shoe; Wapakoneta, OH, Auglaize County Fairgrounds, 10 AM to 3 PM M. Olberding #1882

June 10 Sunshine; Ft. Lauderdale, FL; Bill Farrell, #3763

June 11 Star-Peerless; Belleville, IL, Canokia Mounds State Park; Camping sites, BBQ grills, FREE BEER, soda, & attendance prizes; Jim Lovell, #4139

June 11 Coal Cracker; St. Johns, PA; Dave Thomas, #9777

June 11 Blue Room; DeKalb, IL; Rich La Susa, #609

June 11 Keystone; Harrisburg, PA area; David L. Krantz, #10227

June 11 Olde Frothlingslosh; Pittsburgh, PA; Will Hartlep, #3109

June 11 Chesapeake Bay; Baltimore, MD, Memorial Stadium; Glenn Adams, #7344

June 14 Bullfrog; Lake Zurich, IL; Joe Schweda, #4371

June 17 McDonnell Douglas & Gateway; Creve Coeur Park, Mail Pavillion, 12 Noon - ? Warren Taylor, #175

June 17 Genessee Valley; Rochester, NY, Churchville Park; Rick Hoppe, #754

June 17-18 Jersey Shore; Asbury Park, NJ, Convention Hall; "2nd Annual East Coast Beer Can Swap"; Co-sponsored by the J.S. chapter and Asbury Park C. of C.; R. Soehngen, #11618 or Ken Roth, #4945

June 18 Bluff City; Alton, IL, Rock Springs Park, 1 PM - ?; Thomas E. Fay (Alton City ordinance forbids liquor of any kind)

June 21 Lake Shore; Two Rivers, WI; Roy Beth, #5924

June 23-25 "Big Beer Brotherhood chapter's 2nd Annual Goodtime Gathering"; Farmington, MO; Camping, contests, attendance prizes, and a party which includes FREE BEER; Herb Schwarz, #1922 or any B.B.B.'er

June 24 49er; Rogue River, OR, 8 AM to dark; "3rd Annual Rogue River Rooster, Crow, and Beer Can Meet"; Tri-State meet with Washington, California, & Oregon; Warren Hardaker, #696

June 25 Windy City; Joliet, IL; "5th Annual Picnic"; Ron Jones, # 1236

June 28 Great Lakes; Round Lake, IL; Bruce Merevick, #12551

July 7-9 "Ohio Mini-Convention; Dayton, OH; Bob Kates, #1493

July 12 Bullfrog; Lake Zurich, IL; Joe Schweda, #4371

July 15 Cowboy; Cheyenne, WY; "4th Annual Sheepfest"; HIGH NOON; Ken, #849 or Jeffrey Robert Berg, Number Seven-Ninety-Nine

July 16 Valley of Flowers; Florissant, MO, Koch Park, Shelter #1, 1 - 4 PM, E. Sucher, #3247

July 16 Westmont; Westmont, IL, Union Hall 10 AM - 6 PM; Richard Johnson, #9492

July 16 Keystone; Gettysburg, PA area; David L. Krantz, #10227

July 16 Hawkeye; Des Moines, Iowa; Gary L. Fronk, #2506

July 22 Greater Delaware Valley; Philadelphia, PA; "2nd Annual 'Ben Penn' Relays and Picnic"; Joe Kelleher, #7173 or John Ahrens, #9

July 22 Badger Bunch; Little Suamico, WI; Steve Wilson, #4547 or LaVerne Oliver, #2514

July 23 McDonnell Douglas; Creve Coeur Park, Main Pavillion, 12 - ?; Warren Taylor, #175

July 26 Great Lakes; Round Lake, IL; Bruce Merevick, #12551

July 28-30 Three Rivers; Ft. Wayne, IN; "Hoosier Hospitality Weekend"; Al Brand, #1336

July 29-30 GERMAN ALPS FESTIVAL; Hunter Mountain, NY; Trading Session Co-sponsored by the GAF & BCCA as part of GAF annual celebration. See President's Message on Page 1 for more information.

July 29-30 Simon Pure; "Super Swap Session & 5th Anniversary Party"; Location to be announced; Dick Rausche, #526

July 29 Regal; Miami or Ft. Lauderdale, FL; Bill Farrell, #3763 or Tom Ashton, #13537

July 30 Tidewater Champale; Norfolk, VA; "Super Swap & Picnic"; Duke Theiler, #13546

July ? KC's Best; Kansas City area; Carl Covell, #1099

Aug 5 Genessee Valley; Rochester, NY, Powder Mill Park; Rick Hoppe, #754

Aug 5 A-1; Flagsraff, AZ; Harold Mann, #10689

Aug 9 Bullfrog; Lake Zurich, IL; Joe Schweda, #4371

Aug 12 Sunshine; Bradenton-Sarasota, FL; Jerry Loer, #3474, Rusty Wyar, #666, or J. Holmes, #3136

Aug 13 Keystone; York, PA area; David L. Krantz, #10227

Aug 13 Blue Room; DeKalb, IL; Rich La Susa, #609

Aug 13 Van Dyke; St. Charles, MO; Roland Mallinckrodt

Aug 13 Olde Frothlingslosh; Pittsburgh, PA; Will Hartlep, #3109

Aug 19 Mile Hi; Pueblo, CO; Dennis Hauptman, #6280

Aug 20 Bluff City; Alton, IL, Rock Springs Park, 1 PM - ?; Thomas E. Fay, #3703 (Alton city ordinance forbids liquor of any kind)

Aug 20 Coal Cracker; Scranton, PA; Dave Thomas, #9777

Aug 23 Great Lakes; Round Lake, IL, Bruce Merevick, #12551

Aug 27 Valley of Flowers; Florissant, MO, Bangert Park, Shelter #1; 1 - 4 PM; E. Sucher, #3247

Sep 10 Westmont; Westmont, IL; Union Hall, 10 AM - 6 PM; Richard Johnson, #9492

Sep 13 Bullfrog; Lake Zurich, IL; Joe Schweda, #4371

Sep 21-24 CANVENTION VIII in Milwaukee

Oct 7 Goebel Gang; Niles, MI; "Apple Festival"; Fred Leidy, #1804 or Joe Benjamin, #2016

Oct 8 Van Dyke; St. Charles, MO; Roland Mallinckrodt, #7057

Oct 11 Bullfrog; Lake Zurich, IL; Joe Schweda, #4371

Oct 15 Great Lakes; Round Lake, IL; "Fall Thing"; Bruce Merevick, #12551

Oct 15 KC's Best; Belton, MO; "4th Annual Belton Beer Can Barterer's Bonanza"; Norval Shappell, #2347

Oct 18 Lake Shore; Two Rivers, WI; Ron Ciha, #6090

Oct 21 Old Dutch; Lima, OH, Allen County Fairgrounds; "3rd Annual Fall Beer Can Exposition & Trade Session"; 10 AM - 3 PM; Approx. 2 miles E. of Lima on SR 309, Just off I-75; Dan Reinecke, #7551

Oct 22 Coal Cracker; Hazelton, PA; Dave Thomas, #9777

Oct 22 Hawkeye; Cedar Rapids, Iowa; Gary L. Fronk, #2506

Oct 25 Great Lakes; Round Lake, IL; Bruce Merevick, #12551

Oct 28 Regal; Miami or Ft. Lauderdale, FL; Bill Farrell, #3763 or Tom Ashton, #13537

Oct 29 Tidewater Champale; Norfolk, VA, "Fall Can Haul"; Duke Theiler, #13546

Oct ? Chesapeake Bay; Baltimore, MD; Glenn Adams, #7344

Oct ? Silver Foam; Jackson, MI; Ken Hawkins, #6830 or Paul Robinson, #5813

Oct ? Schultz & Dooley; "2nd Annual Schultz & Dooley Fall Festival"; Gary Emery, #8049 or E. De La Fleur, #10219

Nov 5 Keystone; Lebanon, PA area; David L. Krantz, #10227

Nov 8 Valley of Flowers; Florissant, MO, Transfiguration Hall, 6 - 9 PM; Earl Sucher, #3247

Nov 8 Bullfrog; Lake Zurich, IL; Joe Schweda, #4371

Nov 12 Blue Room; DeKalb, IL; Rich La Susa, #609

Nov 12 Wooden Shoe; Celina, OH, Carousel Ballroom, 10 Am - 3 PM; Melvin Olberding, #1882

Nov 19 Bluff City; Places, times, etc., to be announced

Nov 30 Gateway; Brentwood, MO, American Legion Hall; Warren Taylor, #175

Nov ? KC's Best; Kansas City area; Carl Covell, #1099

Dec 2 Sunshine; St. Petersburg, FL; Dick Evans, #6197

Dec 3 Hawkeye; Tama, Iowa; Gary L. Fronk, #2506

Dec 3 Van Dyke; St. Charles, MO; Roland Mallinckrodt, #7059

Dec 13 Bullfrog; Lake Zurich, IL; Joe Schweda, #4371

Jan 28, 1979 Regal; "Southern Mini-Canvention"; Location to be announced; Bill Farrell, #3763

Sep 6-9, 1979 CANVENTION IX in Phoenix

Sep 1980 CANVENTION X in Hershey

Please mail all trade session information to:

Mark C. Ferguson, #5836
(note new address)
1430 Cedar Crest Dr.
Huntington, WV 25705

CONTEST



You may recall the notation on the inside front cover of your new roster about the photo identifying contest. Here it is, and here is how to do it. Above you see a Roster cover, the photos are numbered. You guess what beer can the photo was taken from and list your guess to the corresponding number. Simple, huh? The person with the number most correct will receive their 1979 BCCA dues free. We DO NOT expect anyone to get all 33 correct. Hint: 20 are Domestic and 13 are Foreign. In case of a tie the earliest postmark will be the winner. Deadline is July 1, 1978. Results will be in the September News Report.

All Entries to: Bill Hamilton #1306
 2020 Monterey St.
 Santa Barbara, Ca. 93101

Thank you to Ron Moermond #224 for the use of his 33 cans.
 Some real hummers.

CANVENTION GENERAL INFORMATION

Enclosed is your Registration Form to be completed by the member and returned to BCCA with payment. Office address is: 747 Merus Ct., Fenton, MO 63026. PLEASE REGISTER EARLY. This will make our work at a minimum as Convention time nears.

Hotel reservations are being handled by the Milwaukee Convention and Visitors Bureau, Inc. Return the reservation form with the instructions enclosed. Accommodations will be made in three downtown hotels: Marc Plaza (Convention Headquarters), Downtowner and Ramada Inn. All located only 2 blocks of MECCA, Milwaukee's Convention Center, which will house all of the major trade sessions, banquet and displays.

For better choice of accommodations, REGISTER EARLY. Please make ALL reservations or cancellations with Milwaukee Convention and Visitors Bureau, Inc., 828 N. Broadway, Milwaukee, WI 53202. The hotels *will not* take any reservations. When the Convention Bureau receives your reservations it will be forwarded to the appropriate hotel. The hotel will then confirm reservations directly to you. Hotels will hold reservations until 6:00 p.m. unless a later arrival is indicated on the hotel reservation form. Changes in arrival or departure date or time must be sent directly to the hotel.

Those wishing special accommodation arrangements (adjacent rooms, etc.) have your friend fill out his form, you fill out yours, make note on form of your needs and mail them together in same envelope. The Convention Bureau and the hotels will do their best to accommodate you.

Members and their guests must be registered in order to participate in Convention VIII activities. Security guards will be posted at the entrances to ALL Convention activities and will allow admittance to only those who are bearing the Convention VIII identification badges.

Your registration fee includes: entrance to Convention, special Thursday activities, large trade session on Friday—with brewery tours on Friday, large trade session on Saturday, annual business meeting (members only), National Hospitality Room on Thursday, Friday and Saturday with entertainment, Saturday evening banquet, free beer and soft drinks, Commemorative can (members only), insurance, corkage fees and preassigned table and chair for general trade sessions. Please check box if you do not need a table for trade sessions.

Should you register and then decide you cannot attend you will have to return all of the materials you received in your Convention envelope before any refund will be made. All refund requests should be directed to Ken Horstman in care of the BCCA Office and no refunds will be made after Friday, September 8, 1978.

As in the past, persons under 18 years of age must be accompanied by the responsible adult who signs the Convention Registration Form. The legal drinking age in the state of Wisconsin is 18. Convention identification badges will clearly identify those under the legal drinking age.

Our Convention is getting larger each year. Because in being the Beer Capital of the World and the BCCA populates majority surrounding Wisconsin, we are expecting the largest crowd ever in attendance. Please send your reservations in early. This will greatly help us, to help you have a good time. The registration fee is a set price for the entire Convention package and there will be NO partial refunds.

Chapters and members wishing to enter beer can displays should fill out the enclosed entry form. Display categories and entry instructions are self-explanatory.

After pre-registration the following material will be mailed two to three weeks before the Convention: schedule of events, Convention identification badges, banquet and Commemorative can tickets, trading table assignments and detailed information on Milwaukee and Convention VIII. Those needing this material sooner should make note of this on their Convention Registration Form.

Camper Parking.

We *WILL* see you in the Beer City.

Enclosures: Convention Registration form—Hotel Registration form—display entry form—ballot for Can and Collector of the Year.

* Underage guests and members who will be under the responsibility of an adult other than their parent are asked to have their parent also sign the registration form which will be his or her way of letting us know of their approval of the responsible adult.

**BEER CAN COLLECTORS OF AMERICA
CONVENTION VIII
DISPLAYS**

Displays for Convention VIII are anticipated to be better than ever in 1978. With the addition of the Bock Category, it will bring the total of all categories to eight for Convention VIII. Ribbons will also be awarded as well as trophies this year. Entrants will receive a certificate for all entries, and category winners will receive a free membership renewal for next year. (Chapter displays are excluded from the membership renewal and a member cannot win more than one renewal.)

Display set up time will be from 5:00 p.m. to 8:00 p.m. on Thursday, September 21st and for late arrivals from 8:00 a.m. to 10:00 a.m. on Friday, September 22nd. The East Octagon Room on the second level at Mecca will be the display area. This room has plenty of space available and electrical outlets are also available. Viewing time will be from 11:00 a.m. to 9:00 p.m. on Friday and again on Saturday from 11:00 a.m. to 4:00 p.m. The display area will have security guards present and no cans will be permitted in or out during display viewing times. To insure maximum security, we urge all entrants to incorporate a glass or plexiglass covering in their displays. Cans allowed in each category will be as follows:

CONE TOP (100)
OPEN (50)

FLAT TOP (100)
BOCK (NO MAX)

FOREIGN (100)
BRAND (NO MAX)

CHAPTER (100)
BREWERY (NO MAX)

Judging will be on a point system and the display earning the most points will be awarded the trophy for the Best Overall Display.

ENTRY FORM FOR THE 1978 DISPLAY COMPETITION

MEMBERS NAME _____ BCCA # _____

I WISH TO ENTER A DISPLAY IN THE FOLLOWING CATEGORY:

<input type="checkbox"/> CONE TOP	<input type="checkbox"/> FLAT TOP	<input type="checkbox"/> FOREIGN	<input type="checkbox"/> BREWERY
<input type="checkbox"/> BRAND	<input type="checkbox"/> CHAPTER	<input type="checkbox"/> OPEN	<input type="checkbox"/> BOCK

MY DISPLAY WILL
MY DISPLAY WILL

WILL NOT REQUIRE A TABLE
WILL NOT REQUIRE AN ELECTRICAL OUTLET

CHAPTER NAME _____

MAIL THIS ENTRY FORM TO: Daniel L. Johnson #2978
Rte. 3 Box 236
Two Rivers, WI 54241
ATTN: Displays



Beer Can Collectors of America

747 MERUS COURT
FENTON, MO 63026

**BCCA 8th Annual Convention
Milwaukee, Wisconsin
September 21-24, 1978**

**Milwaukee Exposition & Convention Center
and Arena (MECCA)**

OFFICIAL REGISTRATION FORM

Member's Name (please print or type) _____

Address (please print or type) _____ Age _____ BCCA Number _____

City, State, Zip (please print or type) _____

Please check if a trading table is needed

Enclosed is my check covering myself as a member and guests (only) listed below. Amount \$ _____

1. _____ Age _____ 2. _____ Age _____

3. _____ Age _____ 4. _____ Age _____

(Failure to show age will result in receiving a non-drinking, non-served I.D. card)

Registration Fee: member \$23.00 — All others \$17.00 each. This is a package plan — No Deviations.

This fee is effective now until August 15th. After that date, fees will increase to \$25.00 for members and \$19.00 for each guest. Cut off date for pre-registration will be August 31st. All mail postmarked after that date will be returned. You will then have to register at the booth at the convention center.

I am under the age of 18. I will be under the responsibility of:

Name _____ Address _____

City _____ State _____

BCCA member Yes No If yes, his BCCA Number _____

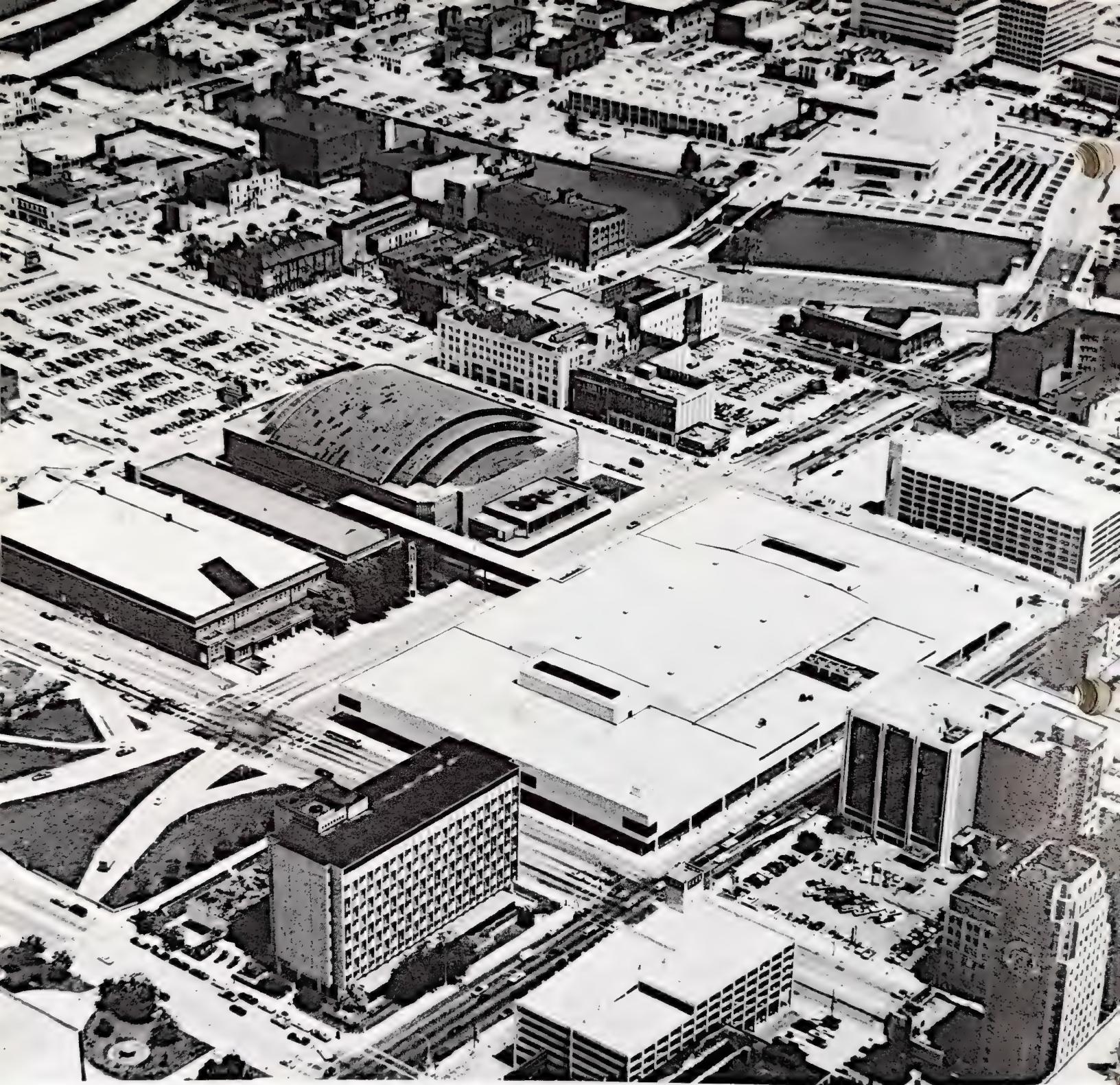
If no, and not registered on this form,
BCCA Number of member registered with. _____

Signature of responsible adult (who must attend) _____

Signature of parent also required _____

Please do not include money for other members; as separate registration forms are required for each member. Mail this form when completed along with check to BCCA office, 747 Merus Court, Fenton, MO. 63026. Checks should be payable to the BCCA. Cancelled check will serve as receipt. Please do not send cash.

Jerry Strode #11191 and Ken Horstman #1961 will handle the pre-registration and all inquiries should be addressed to them.



Plan to attend
CANVENTION VIII
MILWAUKEE
SEPT. 21-24, 1978



Beer Can Collectors of America

MAIL THIS FORM TO: BCCA HOUSING SERVICE
CONVENTION & VISITORS BUREAU INC.
828 NORTH BROADWAY
MILWAUKEE, WISCONSIN 53202
TELEPHONE: (414) 273-3950

HOTEL CHOICE: (Please print or type)

1st Choice _____

2nd Choice _____

3rd Choice _____

TYPE OF ACCOMMODATIONS: (Please check one)

Number in parenthesis indicates number of person to applicable room rate.

	MARC PLAZA	DOWNTOWNER	RAMADA INN
_____ SINGLE (1 Dbl. Bed)	\$35 - 1 or 2 people.	\$20 (1)	\$29 (1)
_____ DOUBLE (1 Dbl. Bed)	\$8	\$25 (2)	\$36 (2)
_____ TWIN (2 Sgl. Beds)	extra per	\$25 (2)	\$36 (2)
_____ DOUBLE/DOUBLE (2 Dbl. Beds)	person over 2	\$25 (2) - \$30 (3)	\$36 (2) - \$41 (3)
_____ SUITE	\$80 - \$115	\$55 - \$90	\$40

IF RATE OR ACCOMMODATION REQUESTED IS NOT AVAILABLE THE NEXT HIGHEST RATE OR ACCOMMODATION WILL PREVAIL.

DATE OF ARRIVAL: _____ TIME: _____

DATE OF DEPARTURE: _____ TIME: _____

PLEASE NOTE: Reservations will be held until 6:00 p.m. unless a later arrival is indicated. Reservations must be received prior to 9-21-78. Changes in arrival or departure date or time must be sent directly to hotel.

Changes in accommodations or cancellations should be made with the BCCA Housing.

NAMES OF OCCUPANTS FOR EACH ROOM REQUESTED: (Bracket names of those sharing rooms)

CONFIRM RESERVATIONS TO: (Confirmations will come directly from hotel)

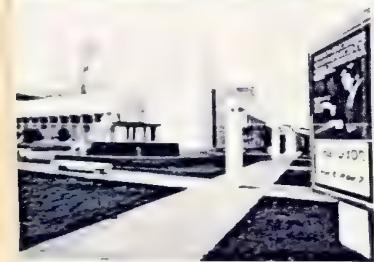
NAME: _____

ADDRESS: _____ PHONE NO. _____

CITY: _____ STATE: _____ ZIP _____

Milwaukee

The Good Life Speaks for Itself



First impressions are important, and Milwaukeeans take personal pride in the cleanliness and safety of tree-lined boulevards, the scenic lakefront and well-kept neighborhoods. Safety on the streets is documented by FBI figures indicating that Milwaukee has the fewest violent crimes of any big city in the nation.

Spend a few days here and you won't have to be told that the metropolitan area's 1.5 million residents enjoy a life-style combining the convenience and excitement of big-city living with a more relaxed pace.

Only minutes from the central business district, 13,000 acres of county parkland and the lush Wisconsin countryside beckon the city dweller. As each beautiful Wisconsin season rolls around, Milwaukeeans switch easily from leisure-time lives of sailing to biking along lakeshore trails to camping in autumn-colored woodlands to hobnobbing at nearby ski resorts.

At the same time the diversity and excitement of life in one of America's big cities is close at hand. Impressive public and privately-financed amenities offer enjoyment and intellectual stimulation.

The Milwaukee County Zoo is respected on an international level for its glass exhibition areas and the use of moats to separate species roaming in their natural settings.

A unique attraction — the three towering glass domes of the Mitchell Park Horticultural Conservatory — allows the visitor to wander a jungle path or desert trail even in winter. Each glass dome houses vegetation from a different climatic zone.

An afternoon can easily slip away from the visitor fascinated by the amazingly life-like action displays in America's fourth largest museum of natural history. And art buffs enjoy browsing through the collection at the War Memorial Art Center.

Further enhancing the quality of life is a metropolitan educational network including more than 700 public and private schools. Students need not leave their hometown to earn a college degree, receive vocational training, or to pursue advanced studies in medicine, dentistry or engineering.

Largest of the ten universities and colleges in the area are the University of Wisconsin-Milwaukee with an enrollment of 25,000 and Marquette University, a private institution with some 10,000 students.

Milwaukee is a city steeped in the flavor of old Europe — the heritage of a proud ethnic citizenry. Some of the nation's most memorable family-owned German restaurants operate here, as do restaurants offering superb Italian, Serbian, Greek and French cuisine.

Awaiting discovery is a delightful smorgasbord of ethnic cafes, quiet cocktail lounges, rocking discoteques or congenial neighborhood taverns featuring the traditional Friday night "fish fry."

Milwaukee is a dream come true for the sports fan. The NBA Bucks basketball team, the Milwaukee Brewers of the American League and the nationally-ranked Marquette Warriors basketball squad provide thrills for thousands. The Green Bay Packers of the NFL also play several games each year at County Stadium, a facility seating more than 50,000.

Those seeking a more quiet evening of enjoyment are likely to be found at the Performing Arts Center, home of highly-regarded choral, ballet, symphony and theatre groups.

Milwaukee's varied appeal and congenial atmosphere have made it an increasingly popular destination for travelers. With completion of the ultra-modern Milwaukee Exposition Convention Center and Arena (MECCA), Milwaukee has become one of America's major convention cities.



1978 OUTLINE FOR BALLOTTING ON Collector & Can of the Year

The following procedure will be followed in voting for collector and can of the year. All members are asked to fill out and return the enclosed ballot. Votes in all categories will be tabulated by Gil Brennell and turned over to Jim Thole containing the top three (3) vote getters (plus ties) in each category. These ballots will be mailed during the month of June. The final balloting will be due in by August 30, 1978. The collector, can and special issue or commemorative can of the year will be determined at that time.

COLLECTOR OF THE YEAR: Members who have been previously awarded collector of the year are not eligible to be nominated again. This includes, Ernie Oest #108, Denver Wright, Jr. #1, Clay Tichelar #701, Larry Wright #2, John Ahrens #9 and Lew Cady #98.

CAN OF THE YEAR: Shall be selected from new brands or major label changes of U.S. cans which have appeared since the 1977 Ballot. Please refer to photos of brand changes in the May 77 — July-August 77 — Nov.-Dec. 77 — Jan.-Feb 78 and your current News Report for your guidance in making your selections. There are some that have been missed and there will be more coming after this ballot is printed, so vote for your favorite major label change that has appeared since last years ballot deadline of June 10, 1977.

SPECIAL CAN AWARD: This award will be based on the commemorative can that receives the most votes. Cans eligible in this group are all cans other than continuing brands that were issued after June 10, 1977 and before June 1, 1978, that commemorate or depict scenes, schedules, etc. Some cans in this category are Iron City cans depicting any scene, team schedule, etc. Ortliebs Americana Collection, General Presidential Series, Colt 45 Phoenix Suns. There are more so vote for your favorite on the enclosed ballot.

VOTERS NAME _____ BCCA # _____

OFFICIAL 1978 BCCA BALLOT

I Nominate for BCCA
COLLECTOR OF THE YEAR _____ BCCA # _____

I Nominate for BCCA
CAN OF THE YEAR _____ BRAND _____

BREWER _____

I Nominate for BCCA
SPECIAL or COMMEMORATIVE
CAN OF THE YEAR _____ BRAND _____

BREWER _____

Please mail completed ballot to: Gil Brennell #13, 6215 Berthold, St. Louis, MO 63139

BALLOTS MUST BE RECEIVED BY JUNE 10, 1978 TO BE ACCEPTABLE

March 8, 1978
San Antonio Light

Luckenbach Beer may be brewed by Pearl

By WADE ROBERTS

Sometime this spring, you'll be able not only to visit romantic Luckenbach (population 3), you'll be able to drink it.

At least, you'll be able to drink a new beer named after the South Texas town, the object of several country-western songs.

Pearl Brewing Co. is "in the final stages of negotiation" for the production of Luckenbach Beer, a spokesman for the San Antonio brewery said Tuesday.

Potential

"We think it has a tremendous amount of potential," said Frank Spinosa, Pearl general marketing manager. "The whole Luckenbach mystique has spread throughout the country."

While Pearl would brew and distribute the new brand of suds, the name would be owned by the Houston advertising agency of Goodwin, Dannenbaum, Littman and Wingfield, Inc., which would market the beer.

The new beer is the brainchild of Earl Littman, a co-owner of the agency.

"I was driving home after a hard day's work, and the Waylon Jennings song 'Luckenbach, Texas' came on the radio," Littman explained Tuesday. "Just about the same time, I was thinking how nice it'd be to have a nice, cold beer."

Together

The two just came together," he said.

The advertising agency quickly registered all the imaginable names for beers, "including Luckenbach Bach, Luckenbach Pilsner, Luckenbach Malt and Luckenbach Light," Littman said.

After "cheering with distributors, grocers, people in the business and beer-drinkers — who told us it'd be a good idea, we decided to go ahead," he said.

Littman said several brewers were approached, but that Pearl is "the forerunner" for the brewing contract.

A meeting between representatives of the brewery and the agency is scheduled Thursday, he said.

Agreement

If an agreement is reached, distribution of the beer could begin by May 1, Littman said.

Production of the new beer could be easily handled at the San Antonio brewery, Spinosa said.

"We're in the midst of a major expansion, and it could fit in nicely," he said.

THE SPORTING LIFE



Pittsburgh Press, Tues., Feb. 28, 1978

PEOPLE IN THE NEWS

A \$10,000 award to a woman who discovered what appeared to be a decomposed mouse at the bottom of her half-finished bottle of beer was excessive, the Arkansas Supreme Court ruled in Little Rock.

The court said the woman, Betty McAlpin, must agree to accept a \$3,000 judgment from Anheuser-Busch, Inc., or a new trial would be ordered.

Anheuser-Busch had appealed the \$10,000 award, contending the trial court had erred in failing to reduce the verdict sum since it was "obviously based on passion and prejudice of the jury when there were no medical bills."

THE HAPPY DUMPERS

The boys came home from the dump one day with a wet paper bag full of cans. They shook them out on the kitchen floor and made a mess with the leaves and sand.

A roly poly won a race with a spider. The very sight inspired Mom to yell, //Get out of the house, hose 'em down good and please try to get rid of the smell.//

Oh, how hard they worked, scrubbing off the dirt. So excited when they could make out a brand. They tried every thing under the sink, until those cans looked spick and span.

Against their wall a pyramid they built, for beer cans were made to be shown. And at the summit stood the best can of all, A very rusty but solid Grade Seven Cone.

Now after their bath and ready for bed, on their knees I heard them pray, //Thanks Lord and make tomorrow's dumping even better than it was today.//

Wm. Killingsworth
B.C.C.A 4115

The case for beer as liquid bread

Beer is liquid bread," says Gustav W. Chyba, brewmaster of Anheuser-Busch's new 16-acre brewery in Fairfield, Cal. Although nutritionists say that isn't literally true, records indicate that many cultures believed the relationship between beer and risen bread to be more than just nodding.

Anthropologists have interpreted inscriptions on clay tablets dating back to Babylon in 6,000 B.C. as showing the preparation of a simple beer, a crude variation of today's beer-making, which is fermentation of a grain, plus flavorings.

In Egypt of the pharaohs, beer was considered important in daily diet. The daily food allotment of ordinary people of the time include four loaves of bread and two jugs of beer. Mothers delivered lunch, including beer, to their sons in school.

IN CHINA 2,300 years before Christ, the peasants called their beer *kia*. The ancient Incas, long before the discovery of South America, even had light and heavy beers, which they called either *chicha* or *sora*.

The classical Greeks kept careful records of their beer-making and described recipes that spread to Rome. Beer is believed to have been discovered independently in northern Europe.

Reference works claim that the Pilgrims fleeing England in the Mayflower in 1620 suffered an emergency of the first order and chose Plymouth to start their New World. A manuscript dated 1622 read, "... For we could not now take time for further search or consideration, our victuals being much spent, especially our beer"

In those days, beer was hearty, full-flavored, probably sported numerous vitamins and minerals, and whatever carbonation it had was a natural development. American beers today are made lighter to store better and fatten us less.

DUNAGIN'S PEOPLE



'Solar' Beer

Anheuser-Busch Using Sun's Energy

JACKSONVILLE, Fla. — Anheuser-Busch, the nation's largest brewer, is using a solar energy system to pasteurize bottled beer at the company's brewery here.

The system consists of an array of solar collectors on the brewery roof. Energy is stored in special capacitors and transferred to a heat exchanger near one of the plant's seven pasteurizers. It is then used to heat water that is sprayed on bottles of beer in the pasteurizer heating zone.

During that period, the bottles are sprayed with water heated to approximately 146 degrees Fahrenheit for more than five minutes, raising the temperature of the beer to approximately 143 degrees and pasteurizing it.



ALABAMA: Huntsville, Madison area

Billy Heileman's Old Style Pearl
Blatz Peter Hand Old Chicago Dark Pearl Light
Black Label Fosters Extra light Weideman
Cook's Gold Blume Rheingold
Country Club ML Sterling
Where to buy: Beer not sold in liquor stores or supermarkets. Major brands and other brands available in "Beverage Stores and convenience stores in wet counties such as Jack's Beverage Store, Madison.

CALIFORNIA: Covina

Ballantine Lager Lucky Draft Country Club
Ballantine Ale Padre Eastside
Aew 102 Royal Select Zentz Pale
Brown Derby Reidenbach Methow
Fisher Steinbroun Kingsbury
Golden Brown Tivoli Old Tap Pabst Light
Heritage House Purdie Rainier Ale
Kes Purdie Weidemann
Lucky Bock Blatz Wisconsin Club
Lucky 96 Buckhorn Wisconsin Gold Label
Lucky Lager Champane
Where to buy: Safeway, Fazios, Stater Bros., Vons, Fedmart, Lucky's, Longs, Thrifty, Gomeo.

CALIFORNIA: Orange County (additions)

Purdie Lucky Lager Regal Select
Ballantine Lucky Draft Schlitz Stout ML
Aew 102 Lucky 96 Acme
Flockhorn Olde English 800 Ballantine Ale
Purdie Light Golden Olympia Delight Brew
Alta Olympia Fisher
Carling Black Label Old Tap
Champane Pearl
Hamm's Rainier Ale
Hamm's Draft Rainier Beer
Where to buy: Vendome liquors, Two Guns, Von's, Gemco, Market Basket.

CALIFORNIA: San Francisco, Northern California (additions)

Aew 12 & 16 oz Player's
Short Stop Blitz-Heinhard
Royal Select
Fisher
Buffalo

CALIFORNIA: Walnut (San Gabriel Valley)

Ballantine Golden Crown Padre
Aew 102 Hamm's Reidenbach
Brown Derby Heritage House Springfield
Carling Black Label Keg Steinbroun
Eastside Lucky Tivoli
Old Tap

Where to buy: Stater Bros., Fazio, Lucky, Ralph's, Thriftemart, Von's

CONNECTICUT: Enfield

Andecker Knickerbocker Robin Hood Cream Ale
Ballantine Lucky Holling Rock
Black Horse Ale Maximum Super Schaefer
Carling 71 Narragansett Schmidt's
Genesee Pils Utica Club
Iron City Rheinzold
Where to buy: Town & Country Liquor

CONNECTICUT: Hamden

Billy Lucky Lager Ballantine Beer
Black Label Narragansett Ballantine Ale 12 oz
Carling 71 Narragansett 96 Ballantine Ale 16 oz
Falstaff Bicentennial Primo
Where to buy: Liquor stores, some supermarkets.

CONNECTICUT: Milford

Ballantine Narragansett Schmidt's Bock
Ballantine Ale Piel's Draft Schmidt's Oktoberfest
Billy Rheinzold Utica Club Cream Ale
Black Label Rheingold Extra Light Tuborg Gold
Carling 71 Light Holling Rock 7 & 12 oz Primo
Gabilinger's Schaefer
Maximus Super Schmidt's
Where to buy: Most liquor stores and supermarkets

CONNECTICUT: Southington

Andecker Genesee Cream Ale Rheingold Light
Ballantine Ale Gunther Holling Rock
Ballantine Beer Knickerbocker Natural Schaefer
Billy Lucky Lager Schmidt's
Black Horse Ale Maximum Super Schmidt's Bavarian
Blatz Milwaukee Premium Schmidt's Bock
Carling Black Label Munich Schmidt's Octoberfest
Carling 71 Light Narragansett 76 Light Tuborg Gold
Carling Red Cap Ale Narragansett Utica Club
Champane Pabst Blue Ribbon Utica Club Cream Ale
Falstaff Light Piel's Light Metbrew
Gabilinger's Beer Piel's Heil Draft Steinbroun Malt
Genesee Beer Primo Rheingold
Where to buy: Lefty's Package Store (most)

FLORIDA: Gainesville

ABC Ballantine Ale Tuborg Gold Valley
Master's Choice Bavarian SG Light Pabst Extra Light Schmidt's Bock Tuborg Gold
Pearl Lucky Lager Genesee Piel's Draft Carling Ale
Pearl Light Schaefer Carling Black Label Piel's Light Billy
Fischer's Beer & Ale Holling Rock Red, White, & Blue Gabilinger's Utica Club
Falstaff 96 Bud 8 oz Billy Ballantine Knickerbocker
Country Club ML Miller 8 oz Micheloblight Heinzold Utica Club Cream Ale
Holling Rock Rheingold Schaefer
Where to buy: ABC Liquor, Larry's Beverages, Winn-Dixie.

FLORIDA: Miami (additions)

Ballantine Ale Ballantine Draft Brewed Budweiser 8 oz Heilmann Light Pulaski Pino
Olympia Michelob Light Pabst Extra Light Hamm's Draft Pabst Light
Pearl Light Schily Light 8 oz Iron City Red Cap Ale
Where to buy: Shells City Liquors, Big Daddy Liquors, Winn-Dixie.

FLORIDA: West Palm Beach

ABC Ale ABC Beer
Where to buy: ABC Liquor Stores

GEORGIA: Atlanta (additions)

Ballantine Ale Pearl Oly Gold
Tuborg Gold Pearl Light
Black Label Rolling Rock
Country Club ML Pabst Light
Red Cap Ale Peter Hand Extra Light
Gabilinger's Extra Light Champala
Where to buy: Greene, Happy Hermans, Skinflints

IDAHO: Boise

Blitz Heidelberg Rainier Ale
Bohemian Lucky Royal Select
Burgie Light Lucky 96 Rheinlander
Buckhorn Rainier Miller 8 oz
Where to buy: Most Supermarkets

ILLINOIS: Peoria

Anheuser-Busch Natural Light GB Olympia
Andecker Grain Belt Olympia Gold
Ballantine Hamm's Pabst Blue Ribbon
Ballantine Ale Hamm's Draft Pabst Blue Ribbon Bock
Ballantine Draft Heileman Light Pabst Extra Light
Billy Leinenkugels Rhinelander
Black Label Lite Schaefer
Blatz Lone Star Schlitz
Buckhorn Michelob Schlitz Light
Budweiser Miller Schlitz Malt Liquor
Busch Oertels 92 Special Export
Colt 45 Malt Liquor Old Chicago Dark Star
Country Club Malt Liquor Old Chicago Stroh's
Drewrys Old English 800 ML Tuborg Gold
Falstaff Old Milwaukee Wiedemann
Plastaff 96 Old Style Olympia
Where to buy: Arcad's Intl Wine Cellar, Super Liquor Store, Randalls Super-market, Village Liquors.

IOWA: Des Moines

Pickett's Coors Hamm's
Schmidt Olympia Blatz
Tuborg Gold Olympia Gold Kingsbury Brew
Billy Grain Belt Premium Kingsbury
Falstaff 96 Old Style Quitting Time
Where to buy: Grocery stores, large drug stores, some gas stations.

IOWA:

Ausburger Grain Belt Rhinelander
Billy Kingsbury Special Export
Blatz Kingsbury NB Star
Buckhorn Old Style Stite Mi
Fallstaff 96 Pickett's Tuborg
Germeinde Brau Rhinelander
Where to buy: Liquor stores (state) do not sell beer. Grocery stores.

KANSAS: Kansas City

Andecker Golden Brew Oly Gold
Ballantine Grain Belt Olde Frothinsglosh
Billy Hamm's Pabst Light
Black Label Hanley Pabst Extra Light
Brown Derby Heileman Light Pearl
Buckhorn Hi Brau Pearl Light
Budweiser 8 oz Jax Quitting Time
Coors PT 12 oz Katz Robin Hood
Coors 8 oz K-B Lager Royal Dutch
Country Club Kassel Stite ML
Country Tavern Kingsbury NB Stor
Falstaff 96 Lite 8 oz Tuborg Gold
Fosters Lager 12 oz Lone Star Wiedemann
Goetz Goetz Metbrew Zodiac
Where to buy: Katz Drug Stores, Safeway, Thriftway, Berbiglia Liquors, Red-X.

KENTUCKY: Louisville

Billy Lite Stroh's
Blatz Old Style Tuborg Gold
Drummond Bros Pabst Extra Light Wiedeman
Falls City Pearl Light Black Label
Kingsbury NB Sterling Derby Colt 45 ML
Where to buy: Cut Rate Liquors (Indiana)

Louisiana: New Orleans

Schwegmann Krewes Dixie Lager
K & B Timesaver Dixie Light
Where to buy: Schwegmann supermarkets, K&B stores, National supermarkets

MASSACHUSETTS: Merrimac Valley

Narragansett Schmidt's Bock Tuborg Gold
Narragansett 96 Piel's Draft Carling Ale
Schmidt's Piel's Light Billy
Lucky Lager Gabilinger's Utica Club
Ballantine Knickerbocker Utica Club Cream Ale
Ballantine Ale Heinzold Schaefer
Bud Holling Rock Fort Schuyler
Where to buy: Terry's Liquors, Leary's Liquors, Kappy's Liquors

MICHIGAN: Detroit

Andecker Heilmann Light Pulaski Pino
American Hamm's Pabst Light
Atles Hamm's Draft Red Cap Ale
Blatz 12 & 16 oz Iron City Reingold
Ballantine Lone Star Robin Hood
Burgmeister Lone Star Draft Red White & Blue
Black Label Metbrew NB Rolling Rock

Champale
Carling 71
Country Club
Cambrius Gold
Dunkel Bier
Drewry's
Fife & Drum
Goebel
Genesee
Genesee Ale
Goetz NB
Where to buy: Great Scott, A & F, Kroger Chatham, Winter's Beverage House, J&K Discount, House of Beer, Gary's Market.

MICHIGAN: Flint
Ballantine
Ballantine Ale
Black Label
Blatz
Carling 71
Champale ML
Drewry's
Falstaff 96
Fife & Drum
Where to buy: Meijer Thrifty Acres, US 23 Supermarket, Hamadys', Foodlane, Cooks Drug Store, Cunningham's, Quick-Sav Grocery Store.

MISSOURI: St. Louis
Augustiner
Andecker
Billy
Black Label
Ballantine
Ballantine Ale
Braumeister
Champale
Coors
Country Club ML
Columbia
Drummond Bros.
Drewry's
Falstaff (Adams)
Falstaff 96
Where to buy: Skagg's, 905, most grocery stores and liquor stores.

MISSOURI: Lee's Summit, Kansas City area
Andecker
Billy
Ballantine
Black Label
Buckhorn
Brown Derby
Country Club ML
Falstaff 96
Goetz
Golden Brau
Where to buy: Most supermarkets and liquor stores, Missouri side.

NE. HAMPSHIRE: Manchester
Ballantine
Ballantine Ale
Billy
Black Label
Gabilinser
Knickerbocker
Where to buy: Star Market, Ferretti's, most supermarkets

NEW HAMPSHIRE: Seacoast Area
Narragansett
Narragansett 96
Minich
Schmidt's
Where to buy: Beverage Barn, DeMoulas Supermarket, Hoppy's

NY: YCHM: Buffalo
Black Label
Billy
Ballantine
Ballantine Ale
Fife & Drum
Genesee Bear or Ale
Iroquois
Where to buy: Tops, Bells, Super Duper, Twin Fair Department Stores.

MAINE: Portland
Ballantine
Ballantine Ale
Gabilinser's Extra Light
Knickerbocker Natural
Munich
Where to buy: larger supermarkets, and convenience stores.

NORTH CAROLINA: Wilson
Billy
Champale
Country Club 12,8 & 16 oz
Drummond Brothers
Gabilinser's
Where to buy: Happy Store, most grocery stores, some department stores.

NORTH CAROLINA: Bailey
Primo 12 oz.
Where to buy: Hagwood's Grocery

NORTH CAROLINA: Winston-Salem
Wiedemann
Ballantine Ale
Drummond Bros
Utica Club Cream Ale
Ballantine Draft
Red, White & Blue
Maximus Super
Tuborg Gold
Champale (pink)
Grolsch
Where to buy: City Beverage

Mustang
Old English 800
Old Style
Oly Gold
Old Export
Old Chicago Dark
Olde Frothlingslosh
Pfeifer
Peter Hand Light
Hop'n'Gator

Stroh's
Schaeffer
Schmidt
Star
Tuborg Gold
Wiedemann
Walters
Zing

Pabst Extra Light
Fulaski Pivo
Red Cap Ale
Red, White & Blue
Heileman Light
Lite
Metbrew
Old Style
Olympia Gold
Pfeiffer
Zing

SOUTH CAROLINA: Columbia
Country Club HL 12-16 oz
Pearl
Pearl Light
Pabst
Pabst Light
where to buy: Last Chance, Party Pooner, Korner Kep

CAROLINA - North & South
Wiedemann
Blatz
Ballantine Beer & Ale
Champale
Billy
Stroh's
Pearl Lite
Schmidt
Piels

Carling Black label
Champale
Zodiac
Old Crown Ale
Peter Hand Light
Pabst
Heileman Light
Red, white & Blue
Peter Hand Light
Zodiac
Sterling
Utica Club
Maximus Super

Old Chicago Dark
Rhinelander
Sarah
Billy
Coors
National Bohemian
Rheingold Extra Light
Rolling Rock
Tuborg Gold
Pabst Light
Old Chicago
Rhinelander

GAIBLINER
Carling Black Label
National Bohemian
Rheingold Extra Light
Rolling Rock
Tuborg Gold
Pabst Light
Old Chicago
Rhinelander

NORTH DAKOTA: Fargo
Blatz
Country Club ML
Buckhorn Premium
Busch Bavarian
Billy (by Cold Spring)
Grain Belt
Hamm's

Hamm's Draft
Heileman's Old Style
Heileman's Special
Hamm's
Kingsbury NB
Lucky Lager
Olympia
Pabst Light
Olympia Gold

Pabst Extra Light
Pfeiffer's Famous Beer
Heileman's Special Exp
Red, white & Blue
Schmidt Scenic
Schmidt Draft
Stite
Tuborg Gold
Henninger Kaiser Pilsner

Where NOT to buy: Grocery stores

OHIO: Cincinnati
Andecker
Billy
Bavarian (Schmidt)
Buckhorn
Buerger
Braumeister
Champagne Velvet
Columbia
Drewry's
Drummond Bros.

Falstaff 96
Falls City
Goebel
Hamm's
Hudepohl
Peter Hand Extra Lt
Heileman Light
Leinekugel
Oly Gold
Old Style

Oktoberfest
PIC
Pickett's
Red Cap Ale
Rolling Rock
Rhinelander
Tuborg
Tuborg Gold
Wiedemann
Zodiac ML

OHIO: Dayton
Alps Brau
Billy
Braumeister
Burger
Buckhorn
Drummond Bros.
Erie Light
Falls City
Fallstaff 96
Fife & Drum
Goebel
Heileman Light

Hop'n Gator
Hudepohl
Iron City premium
Kingsbury
Kingsbury NB
Mari V
Metbrew NB
Old Chicago Drk
Old German
Olde Frothlingslosh
Pearl

Pearl Light
Peter Hand Extra Light
F.O.C.
Robin Hood
Rolling Rock
Schmidt scenes
Schoenling
Sterling
Tech Light
WPBG
Wiedemann
Zodiac ML

Where to buy: Little Farm Inc., Arrow Wine Inc., Warehouse Beer Drive

OHIO: Fairfield, Hamilton
Bellantine
Billy
Black Label
Blatz
Braumeister
Buckhorn
Champagne Velvet
Columbia
Country Club ML
Drewry's
Drummond Bros.
Duquesne Bavarian
Falls City
Falstaff 96
Fife & Drum
Heileman Light

Genesee Ale & Beer
Goebel
Hamm's
Heilemann Light
Hudepohl
Iron City
Kingsbury NB
Lucky
Mark V
Metbrew
Milwaukeees Best
Oktoberfest
Olde Frothlingslosh
Old Milwaukee
Zodiac

Old Chicago
Peter Hand Drk
Pfeiffers
Pickett's
POC
Rheingold
Robin Hood Ale
Rolling Rock
Royal Amber
Schells Export
Schmidt's Scenes
Sterling
Strohs
Tuborg Gold
Wiedemann

Where to Buy: Fairfield Beverage, Dixie Delctsn, Drive Thru Beer Barot

OREGON: Portland
Blitz Wienhard
Schlitz Stout ML
Heidelberg
Where to buy: Since the ban on tab tops and deposit law cans are rare on store shelves in Oregon.

PENNSYLVANIA: Lebanon
Brewers Lager
Keystone Country
Rheinlander Bock
Ortleib's Bock
Joe's Beer
Steel Valley
WEIR Radio

Reading
Leibotshner Bock
Alt Deutsch
Schmidts Bock
Schmidts
Point View Hotel
DuBois Bock

Natural Lite 16 oz
Mustang ML
Rheingold Lite
Robin Hood
Yuengling 149th
Stoney's

Where to buy: Big Mike's Brewers' Outlet (Mike is BCCA #7910)

TENNESSEE: Memphis
Bud 8 oz
Schlitz 8 oz
Schlitz Light 8 oz
Billy
Strohs
Falstaff Bicentennial
Heileman Light
Ballantine Draft
Ballantine Ale
Where to buy: Grocery stores, 7-11, Warehouse Foods.

Wiedemann
Sterling KY. Derby
Falstaff 96
Metbrew
Old Style
Pearl
Pearl Light
Kingsbury NB
Primo

Falstaff 14 oz
Busch 14 oz
Old Milwaukee 14 oz
Champale
Black Label
Pabst Extra Light
Tuborg Gold
Stag
Pabst Bock

TEXAS: DALLAS
Texas Pride
Jax
Lone Star Draft
Champale
Where to buy: Most large liquor stores, "wet" area supermarkets and convenience stores. Centennial Liquor Stores.

Pearl
Country Club M/L
Shiner
Old Style

Pearl Light
Lone Star
Schlitz ML

TEXAS: San Antonio
 Olympia Gold
 Pilsner Club
 Lone Star
 Pabst Light
 Falstaff 96
 Coors
 Tuborg Gold

Pearl Light
 Country Club MI.
 Kassel
 Shiner
 Lucky Lager
 Berghoff 1887
 Jax

Pearl Premium
 Buckhorn
 Texas Pride
 Kingsbury NB
 Lucky Bock
 Regal Select
 Ballantine

VIRGINIA: Virginia Beach
 Champale
 Coors
 Stroh's
 Wiedeman
 Pabst Light
 Oktoberfest
 Schmidt's Bock
 Where to buy: Most grocery stores, also military bases.

CANADA: British Columbia
 Molson Canadian
 Where to buy: Government liquor stores.

Champale Fink
 Drummond Bros.
 National Boh
 Rolling Rock
 Pearl Light
 Rehingold Extra
 Lucky Lager

Country Club
 Billy
 Schaefer
 Schmidt's
 Tuborg Gold
 Olympia
 Pearl

Labatt's Pilsener Blud

MANITOBA:
 Tennent's Lager Penny
 Where to buy: Government liquor stores.

ONTARIO-Toronto:
 Molson's Export Ale
 Molson's Stock Ale
 O'Keefe Ale
 Heidelberg
 Newcastle Brown Ale
 Where to buy: Brewers Retail Stores

QUEBEC:
 Molson Export Ale
 Molson Laurentide Ale
 Heidelberg
 Carling Black Label
 Where to buy: Grocery stores & meat markets.

NEW BRUNSWICK & NOVA SCOTIA:
 Alpine
 Schooner
 Where to buy: Government Liquor Stores

ALBERTA: No cans sold

SASKATCHEWAN: No cans sold

PRINCE EDWARD ISLAND OR NEWFOUNDLAND: No cans sold.

Molson's Scotch Ale
 Newcastle Brown Ale
 Molson's Canadian Lager
 Molson's Golden Ale
 Molson Brador ML
 Kronenbrau 1308
 Labatt 50 Ale
 Labatt's Pilsener Blue
 Molson Canadian Lager
 O'Keefe Ale
 Carling Black Label
 Labatt's Pilsener Blue
 Molson Canadian Lager
 O'Keefe Ale
 Carling Black Label
 Labatt's Pilsener Blue
 Oland's Ale
 Keith's Indian Pale Ale

Thank you's go to the following people who contributed for this issue:
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 George Hansen 14305.

*Be sure to include your name and BCCA number in your list and keep
 your cards and letters coming. John Singer 13136
 454 Quentin
 Aurora, CO 80011

THE WALL STREET JOURNAL,
 Thursday, Feb. 23, 1978

Who's News

Pittsburgh Brewing Co. Names New Officers After Loss for Fiscal '77

By a WALL STREET JOURNAL Staff Reporter

PITTSBURGH—Pittsburgh Brewing Co. reported a widened loss for fiscal 1977 and installed a new chairman and a new president in moves to stem the losses.

The regional brewer named as chairman H. Glenn Wolfe, former president of Dubois Brewing Co. and a director of Pittsburgh Brewing since 1973. Mr. Wolfe, 69 years old, replaced George L. Pfeil, 63, who resigned Tuesday.

The board also named Robert Cox, 45-year-old management consultant, as president and chief executive officer, effective next Monday. He will replace Louis J. Slais, 57, who has served as the company's president for the past 12 years. The Messrs. Pfeil and Slais will continue as directors and Mr. Slais will also serve as a consultant.

For fiscal 1977 ended last Oct. 31, the company posted a net loss of \$717,166, compared with a loss of \$667,940 in fiscal 1976. Full-year sales slipped 1% to \$24.4 million from \$24.6 million.

Mr. Wolfe said in an interview yesterday that when the board received results for fis-

cal 1977, it "recognized that we had a problem" and decided to take "some strong moves to improve the situation." He added that he hoped the company could "get in the black" but declined to make a specific forecast.

Mr. Wolfe said Mr. Cox, the new president, came to the attention of the board while advising the company recently on turnaround strategies as a principal in the New York consulting firm of Cox, Coombes, Daigle, Sauthard Inc.

* * *

Beer cans pay for widow's trip

WIDOW Clare Ritter has just paid for a \$2,800 luxury sea cruise ... with empty beer cans.

For 71-year-old Clare of Petersburg, Fla., has been digging into trashcans for the past four years to salvage the aluminum cans for recycling. She gets 17 cents for every pound she collects.

When she started, Clare made only \$5 a month. Now she visits three bars a day to collect cans.

She now earns \$200 a month from the can collecting. In September, she'll use her earnings for a 32-day cruise in the Mediterranean.

Benjamin Franklin's Experience with Beer in the Printing Office

(From Franklin's Own Story)

When Benjamin Franklin was a very young man he went to London and found work at the printing trade which he had learned at home in Philadelphia.

"On my first admission to this printing house," he said, "I took to working at the press, imagining I felt a need of the bodily exercise I had been used to in America where presswork is mixed with composing.

"I drank only water. The other workmen, nearly fifty in number, were great guzzlers of beer. We had an errand boy whose business it was to supply the workmen with beer.

"On one occasion I carried up and down stairs a large form of types in each hand, when others carried but one form with both hands.

"They wondered to see, from this and several instances, that the Water American, as they called me, was stronger than themselves who drank strong beer.

"The man who worked with me at the press drank every day a pint of beer before breakfast, a pint at breakfast with his bread and cheese, a pint between breakfast and dinner, a pint at dinner, a pint in the afternoon and another when he had done his day's work.

Lucky Lager Is Losing Its Head

The last load of yeast, hops, malt and water went into the stainless steel vats at the Lucky Lager brewery here yesterday as its parent company, General Brewing Co., began shutting down operations.

No official statements were made, but it was learned that letters began going out to the local brewing operation's 200 employees this month that "economic conditions in the brewing industry and ... adverse economic costs" are causing the shutdown, which apparently will be complete by April 1.

This leaves the tiny Anchor Steam Brewing Co. delight of beer connoisseurs, but hardly an industry giant — the last remaining beer producer in a town that once had scores of big and small breweries.

The local Lucky plant at 2601 Newhall street also turns out Brown Derby beer for Safeway Stores, Falstaff beer, and Ballantine lager, under a variety of licenses.

One guess is that Brown Derby and the other brands will be turned out for local consumption by General Brewing's other plants in Vancouver, Wash., and San Antonio, Tex.

No one seemed to know if Lucky would survive as an independent brand.

Lucky was once the largest selling beer in the West. In 1949, for instance, sales were \$23 million. In 1955, plant expansion costing more than \$4 million gave the San Francisco brewery capacity to pump out 1.8 million barrels annually.

But the expansion of Eastern breweries in search of Western palates, and a host of economic reasons, began to foreshadow the end of local breweries here and elsewhere.

In 1971, Lucky reported an earning loss of \$1.7 million, and that October was purchased by Paul Kalmanovitz, owner of Maier Brewing Co.

In 1973, Lucky officially became the property of Kalmanovitz's General Brewing Co., which then began a series of moves to take over Faistaff Brewing Co. of St. Louis and to produce Canada's Labatt's beer.

A series of lawsuits began that still have not been settled.

In his letter to employees, Kalmanovitz said General Brewing's board of directors "reluctantly" made the decision February 7 and said efforts would be made to get employees jobs at the Vancouver and San Antonio breweries.

The company credit union, a local official said yesterday, is being liquidated — members will be given their savings, and loans will be transferred to other institutions.

Although the actual making of beer stopped at 2:30 p.m. yesterday, bottling will continue until at least April 1.

Some thought was given to making the local plant a draft-beer-only producer, Kalmanovitz said, but "there is simply not sufficient demand."

We are sorry to report the passing of two fellow members; Michael Seiloff #2587 and Laurel Zollweg #3708.

ALUMINUM OR STEEL Sunday, March 19, 1978

Experts Differ On Future Of The Beer Can

By DONALD C. BAUDER
Financial Editor, The San Diego Union

The aluminum beer can, which has become well-nigh ubiquitous in just a few years, has now peaked — and may even go the way of the dodo in a couple of decades, says a Wall Street analyst.

The problem, says H. Edward Schollmeyer of Mitchell, Hutchins wing of Paine Webber Jackson & Curtis, is that the aluminum beer and soft drink can is pricing itself right off the shelves — making room for a sturdy comeback by the steel can.

Schollmeyer, who was in San Diego this week to talk with Paine Webber salesmen and institutional clients, also said in an interview that there is a public reaction to aluminum recycling: "Another factor is the unwillingness of the American public to be the garbage collector for the aluminum industry."

DIFFERENT VIEW

In a second interview, another Wall Street analyst agreed with Schollmeyer's general line of reasoning. But a spokesman for Reynolds Metals, the big aluminum concern, rejected Schollmeyer's thesis point by point, and said aluminum's beverage can outlook has never been healthier.

"I see the demand for aluminum beverage containers peaking in 1978," said Schollmeyer. He believes that aluminum now constitutes 50 percent of the beer market, but the aluminum industry says it's close to 70 percent. Both agree that aluminum is about 30 percent of the soft drink market.

It got there from almost nowhere in the late 1960s on the argument that its seamless feature is aesthetic; that printing comes through better on aluminum than on steel; that the recycling appeals to environmentalists; that the light weight improves shipping; that the beverage chills faster and that the easy-opening end pleases consumers.

PRICE HAS HURT

But price has hurt: "According to Coors (Colorado brewer Adolph Coors), the price of aluminum went up 30 percent and had an adverse impact on the company's results," Schollmeyer said. Now the aluminum industry is plotting more upward price moves, he said.

Today, steel cans cost from \$4 per 1,000 to \$7 per 1,000 less than aluminum cans. Since the basic cost of cans averages \$36 per 1,000 when a company is doing it in-house, and \$58 to \$65 per 1,000 when the cans are purchased from a supplier, the price gap is significant.

★ ★ ★ ★ ★ ★ ★ ★
KEEP AMERICA
BEAUTIFUL
COLLECT
BEER CANS
★ ★ ★ ★ ★ ★ ★ ★

Plan to attend
CANVENTION VIII
MILWAUKEE
SEPT. 21-24, 1978

Weisbrod

Weisbrod made by Old Dutch (Hornacher) in 1972 was a private label made for Victor's Liquors in Runcomeade, New Jersey. The can was filled off and on over a period of several years. It was discontinued because of poor sales. Victor's has none available. Above information from the Hornacher Chapter's Highlights.

Giant Food

The Giant Food Grocery people have discontinued their private brand of beer appropriately called Giant Food.

Timmy Dougherty worked at the brewery and drowned in a 1000-gallon vat of beer. So the foreman made it his business to come to the house that night and break the news to the widow. He said, "Steady, girl. Your man Tim drowned this afternoon in a 1000-gallon vat of beer." She said, "Dear me, the poor boy, he never had a chance." The foreman said, "Well, not exactly. He had two chances. Twice he climbed out to go to the bathroom."

BRAND CHANGES BRAND CHANGES

by Jim McCoy #136

The past couple of months have been absolutely wild with the number of new cans and design changes to hit the market. This month's Brand Changes column is the biggest to date. A good number of the listings concern minor design changes or variations and will be of interest to those collectors who actively seek out such cans. For those of you who are more interested in major changes or new brands, there are a number of recent issues that will catch your attention.

CORRECTION: A couple of photos were reversed in the March-April issue and brought to my attention by a couple of our sharp-eyed members. Please make note of the following changes:

Photos # 17 and 18 (page 26) should be reversed.
Photos # 39 and 40 (page 27) should be reversed.

It's not surprising that the biggest issue of Brand Changes is a result of the largest number of contributors we've had to date! Thanks to all of the following who made it happen: Frank De Graw (16794), Arnea Flaharty (14723), Ron Werner (9823), Gordy Durocher (13307), Charlie Craibe (7082), Walt Wimer (13267), Greg Del Fatti (10276), Dick Rausche (526), Wally Swenson (348), Glenn Adams (7344), Chuck Nekvasil (525), Carl McDaniel (9756), Bill Vasko (833), Jim Plummer (6649), Jerry Starr (15416), Ken Avallon (12920), Al Kilburn (16207), Craig Ansell (9246), Leigh Aschbrenner (1192), Dave Taube (995), Norv Shappell (2347), Jay Curtis (11521), Oscar Mehl (2573), Bill "Premium" Mugrage (791), Ron Jones (1236), Bob Childers (4639), J.J. Collins (2813), Jack Kerr (10964), Ron Moermond (224), Terry Wantz (16565), Ken (218) & Lois (288) Hiestand, Joe Balazsy (16748), Bill Oser (12767), Jay Herbein (353), Rich Eldred (10439), Jack McDougall (12357), Sydney Cohen (7736), Gary Duncan (6839), Bruce Gregg (248), George Arnold (2217), Ed Franco (7035), Jeff (799) & Shar (7799) Berg, William Cook (15457), Dave Linsley (16022), Marsha Davis (10162), Roger (1583) & Marge (7583) Kirkpatrick, Gene (2004) & Peggy (10124) Migliori, Mike Smith (16963), Jim MacCannell (14263), Rod Macdonald (15509), Dave Stegman (10856), Roger Nelson (15254), Bob Uderitz (12246), Jim Dale, Jr. (7773), Jack Zajac (14502), Duane Heit (8527), Larry Skinner (15989).

1. **ANDEKER BEER** (Pabst) is now out in an all aluminum can. Gone are the words, "of America", and the ingredients information has been rearranged from six lines to five. Also, the U.P.C. has been added to the can. (PBT 45)

ANDYS BEER (August Schell) is now out in two more color combinations. The second can is purple, white and silver (SL 13) and the third is blue, white and silver (SL 14). Some 1,200 cases of each color combination were run. Rumors indicate the can design will be changed.

2. **ANHEUSER-BUSCH NATURAL LIGHT BEER** (Anheuser-Busch) is now out in a 16 ounce size. (AB 41)
3. **ANHEUSER-BUSCH NATURAL LIGHT BEER** (Anheuser-Busch) issued a special 16 ounce drinking can that was given away to college students taking their annual Spring break in Florida. The front of the can is the regular design while the back had this phrase, "DON'T GET MISCONSCREWED JUST SAY Natural ON SPRING BREAK '78." (AB 42)

AVENUE (August Schell) is reportedly in the development stages for a Wisconsin liquor store. Approximately 60,000 cans are to be run.

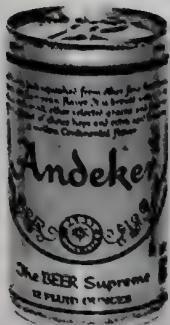
4. **BALLANTINE PREMIUM LAGER BEER** (General) is now being marketed in an extruded steel can. Color of the can is more gold than copper. (GEN 70)

BASE BRAU (Stevens Point) will make its initial appearance May 6, at the first of four Base Brau nights scheduled for the Appleton (Wisconsin) Foxes, a baseball team in the Midwest League. This private brand, brewed specifically for the club, will be limited to 40,000 to 50,000 cans this season plus some 21,000 air-filled cans for collectors.

5. **BILLY BEER** (Pearl), mentioned last issue, shown this issue. Can is aluminum. (PRL 36)
6. **BRAUMEISTER BOCK BEER** (Peter Hand) is another of the new bock beers to have been introduced this past spring. This three piece steel can is in the same family design as the regular beer. (HDP 33)
7. **BREWERS' OLD STYLE LAGER BEER** (Brewers' Lager) is a new brand recently introduced for the Brewers' Outlet in Fairless Hills, Pennsylvania. Ortlieb is the brewery putting out this private brand. (BRL 1)
8. **BRICKSKELLER BEER** (Pittsburgh) has added three more cans to their Endangered Species Series. They are:

Colorado Squawfish (PIT 108)
Houston Toad (PIT 109)
Leatherback Sea Turtle (PIT 110)

9. **BRICKSKELLER SALOON STYLE BEER** (Pittsburgh) has changed the color on the can from beige to light blue. (PIT 111)
10. **BRICKSKELLER SALOON STYLE LAGER** (Pittsburgh) has replaced the beige colored can with one that is light blue. This change is designated by the numeral 2 on the back of the can. (PIT 112)
11. **BUCKHORN BEER** (Olympia) has combined the visual of the buck's head with the brand name lettering shown on the can produced by Lone Star Brewing. The can is aluminum. (OLY 10)



1 (PBT 45)



2 (AB 41)



3 (AB 42)



4 (GEN 70)



5 (PRL 36)



6 (HDP 33)



7 (BRL 1)



8 (PIT 108)



8 (PIT 109)



8 (PIT 110)



9 (PIT 111)



10 (PIT 112)



11 (OLY 10)



12 (AB 43)



12 (AB 44)



12 (AB 45)

BRAND CHANGES BRAND CHANGES

12. BUDWEISER LAGER BEER (Anheuser-Busch) issued four special 16 ounce drinking cans that were given away to college students taking their annual Spring break in Florida. These cans were given away at four locations:

Daytona Beach (AB 43)
Florida Gulf Coast (AB 44)
Fort Lauderdale (AB 45)
North Myrtle Beach (AB 46)

BUNNY BEER (August Schell), mentioned last issue, did not materialize.

BUSCH BEER (Anheuser-Busch) is trying to reposition their Bavarian Beer as a premium beer in 24 states. The redesigned can drops any reference to Bavarian Beer and the red and blue circles have been dropped.

13. CAPRUS AMERICAN MALT TONIC (Eastern) is another of the near beers out of Eastern Brewing Co. in Hammonton, N.J. This can is destined for Saudi Arabia. (EA 33)

14. COLT 45 STOUT MALT LIQUOR (Carling National) is now out in an aluminum can. The lettering and numerals have been enlarged slightly. (CRN 15)

15. COLT 45 STOUT MALT LIQUOR (Carling National) has a can out for their Tacoma, Washington brewery. The gold band around the top of the can has been removed and the silver outlining of the letters and numerals is missing. (CRN 16)

16. COLUMBIA BEER (Carling National) is now coming out of Belleville, Illinois in an extruded steel can. The contents information has been removed from the front of the can and placed on the side. Also, the brewery information has been dropped from the gold circle on the front and moved to the side of the can. The gold and green colors are distinctly different as well. The U.P.C. has been added. (CRN 17)

17. COORS BEER (Adolph Coors) has changed the wording on the side of their can. Reference to refrigeration and pilsner beer have been dropped. (COR 9)

18. COORS BEER (Adolph Coors) is now out in an 8 ounce can—the same diameter as their 12 ounce can. Incidentally, all COORS cans are now dated on the bottom. (COR 10)

19. COORS LIGHT BEER (Adolph Coors) is supposed to be ready for introduction to the public sometime in May. Plans call for the new brew to be test-marketed in several cities prior to its full release. This beer will come in at 110 calories per 12 ounce serving rather than the customary 90 to 96. Look for other brews to be introduced by Coors during the coming year. (COR 11)

20. DUKE BEER (Duquesne) replaces the familiar duke with a cowboy motif. Don't know if this has something to do with John Wayne, but it should make the Cowboy Chapter happy. Can is extruded steel. (DUQ 17)

21. FALSTAFF 96 EXTRA LIGHT BEER (Falstaff) dropped the yellow background color in favor of white. (FA 50)

22. FOX HEAD "400" DRAFT BREWED BEER (Fox Head) has changed the contents information on their can. (FXH 17)

23. GENESEE LIGHT BEER (Genesee) is one of the newest lower-calorie beers coming in at 96 calories. A crimped steel can in blue, white and red. (GSE 20)

GORILLA BEER (August Schell), mentioned last issue, has been put off for a year because of unexpected delivery problems.

24. HAMM'S BEER (Olympia) has made some color changes on their can. The blue lion is back again along with blue lettering for, Since 1865. Also, the gold color is more pronounced and the U.P.C. is present. (OLY 11)

HAMM'S DRAFT BEER (Olympia) has added the U.P.C. to their aluminum can.

HUDEPOHL LIGHT (Hudepohl) is rumored to be under consideration.

25. JACOB RUPPERT BEER (Jacob Ruppert) replaces, CONTENTS 12 FL. OZS., with, NET 12 FL. OZ. (355 ML). Also, the can is now extruded steel with the U.P.C. marking. (RP 7)

26. KNICKERBOCKER NATURAL BEER (Ruppert), mentioned in the January-February issue, incorrectly listed Rheingold as the brewery. (RUP 2)

27. KREWES PREMIUM LIGHT BEER (Falstaff) is now out in an extruded steel can with slight color variations. Pale gold replaces the metallic copper/gold used on the previous cans. (FA 51)

28. LEINENKUGEL'S GENUINE BOCK BEER (Jacob Leinenkugel), mentioned last issue, shown this issue. (LNK 9)

29. LITE BEER (Miller) has replaced the line, NET 12 FL. OZS., with, 12 FL. OZ. (0.355 liter). (MLR 32)

LITE BEER (Miller) is reported to be out in an 8 ounce can.



12 (AB 46)



13 (EA 33)



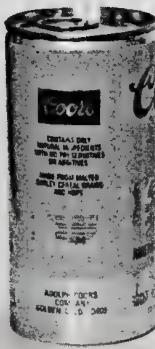
14 (CRN 15)



15 (CRN 16)



16 (CRN 17)



17 (COR 9)



18 (COR 10)



19 (COR 11)



20 (DUQ 17)



21 (FA 50)



22 (FXH 17)



23 (GSE 20)



24 (OLY 11)



25 (RUP 7)



26 (RUP 2)



27 (FA 51)

BRAND CHANGES BRAND CHANGES

30. LITTLE MUSKEGO BEER (Jacob Leinenkugel) should make its appearance sometime in June or July if all goes according to plan. In an effort to save a dying lake, the Little Muskego Lake Association in Wisconsin is having approximately 20,000 beer cans produced for collectors as a means of helping to raise some of the funds required for this extensive project. Should the response dictate, the association is considering increasing the number of cans. (LNK 10)
31. LUCKY DRAFT BREWED BEER (General) is now out in a half quart (16 ounces) can. (GEN 71)
32. MATT'S PREMIUM LAGER (F. X. Matt) is now out in an aluminum can with the U.P.C. marking. (MAT 4)
33. METBRAU MALT BEVERAGE - BOISSON DE MALT (Metropolis), mentioned last issue, shown this issue. (MET 1)
34. MICHELOB BEER (Anheuser-Busch) is now out in an extruded steel can with a slight change in color. The U.P.C. has been added. (AB 48)
35. MICHELOB LIGHT BEER (Anheuser-Busch) is now being marketed in 30 states at this time with the west coast and New England yet to come. So far, this is the most fattening of all the "light" beers coming in at 134 calories—20% less than regular MICHELOB. The can is available in both extruded steel and aluminum. If you only want to add one of these cans to your collection, get the aluminum can as the printing and colors are considerably better. (AB 47)
36. MUNICH LIGHT LAGER BEER (Christian Feigenspan) has changed their colors. Orange replaces the gold and light blue is being used instead of dark blue. (FGS 2)
37. NATIONAL BOHEMIAN ALL NATURAL LIGHT BEER (Carling National) has issued a commemorative can for the 103rd running of the Preakness, May 20. This can lists the previous Triple Crown winners—ten since 1919. (CRN 18)
38. OLD BOHEMIAN LIGHT BEER (Eastern) replaces, CONTENTS 12 FLUID OUNCES, with NET CONTENTS 12 FLUID OUNCES - NET CONTENTS 354 ml, alongside the seam of the can. It is also reported that the same information is on the front of new cans just released. (EA 34)
39. OLD STYLE LIGHT LAGER (G. Heileman) is now out in an all aluminum can. The ribbon is solid red with the horizontal stripes removed. Also, the phrase, "Choicest Hops - Genuine Double Lagering - Old World Methods", has been replaced with a new phrase—"Fully Krausened naturally carbonated in the Old World Way." (HNM 83)

OLYMPIA GOLD (Olympia) is reported to be out in an 8 ounce size.

ORTLIEB'S FINE LAGER BEER (Henry F. Ortlieb) is now out in an aluminum can in the 16 ounce size. A white ring in the red oval has been added (as was done on the 12 ounce can).

P.O.C. PILSENER BEER (Pilsener) has dropped the black or dark brown color from their can.

40. POINT SPECIAL BEER (Stevens Point), saluting Wausau, Wisconsin, was put out by a fraternal organization at a sports show in April. Production was set at 30,000 cans—13,392 filled with beer; 13,392 air-filled; and 3,216 bank cans. The year 1978 was added to the front of the can. (SPT 5)

PILSENER CLUB PREMIUM BEER (Pearl) is now out in an aluminum can brewed for the Fed Mart stores in Texas.

41. POINT BOCK BEER (Stevens Point), reported to have been run in limited quantity, was issued around February. Information passed along to me indicates the can will be run again next year. (SPT 6)
42. PRINZ BRAU ALASKA BEER (Prinz Brau Alaska) is now out in a crimped steel can with the brewery listed on the front of the can rather than on the side. (PZB 6)

PROTIVIN PIWO (Walter) is alive and well, or soon will be, according to several newspaper clippings sent to my attention. Protivin, Iowa (pop. 333), will observe their centennial this coming August 12 and 13. As one means of commemorating this observance, PROTIVIN PIWO will be brewed and canned for the occasion—some 100,000 of the 12 ounce size. Should be plenty of cans for all can collectors. The plates used to print the cans will be placed in a time capsule along with other memorabilia and buried for 100 years.

RIP'S BEER (Narragansett), a private brand label for Rip's Liquor Store in Bowie, Maryland, is supposedly in the development stage. Available information indicates it is to be a multi-can set.

43. QUITTIN' TIME PREMIUM BEER (Pearl) has switched from a white background to gold. Also, they have changed the positioning of the word, Beer. (PRL 37)
44. QUITTIN' TIME LIGHT PREMIUM BEER (Pearl) was released in March. The calories have been reduced by 50% resulting in 68 calories. The can is white—perhaps the reason for switching the colors on their regular beer. (PRL 38)
45. READING LIGHT PREMIUM BEER (Reading) eliminated the yellow color from their can leaving them with a red, white and blue can. (RDG 11)
46. READING LIGHT PREMIUM BEER (Reading) also dropped the yellow color from their 16 ounce can. (RDG 12)



28 (LNK 9)



29 (MLR 32)



30 (LNK 10)



31 (GEN 71)



32 (MAT 4)



33 (MET 1)



34 (AB 48)



35 (AB 47)



36 (FGS 2)



37 (CRN 18-Front)



37 (CRN 18-Back)



38 (EA 34)



39 (HMN 83)



40 (SPT 5-Front)



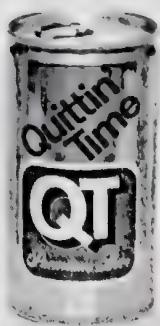
40 (SPT 5-Side)



41 (SPT 6)



42 (PZB 6)



43 (PRL 37)



44 (PRL 38)



45 (RDG 11)



46 (RDG 12)



47 (FA 52)



48 (GEN 72)



49 (RHG 7)



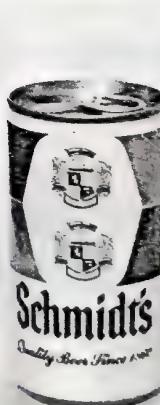
50 (LTB 8)



51 (SCH 19)



52 (SL 15)



53 (STC 43)



54 (PIT 113)



55 (CRN 19)



56 (ST 11)



57 (HAN 10)

BRAND CHANGES BRAND CHANGES

47. REGAL SELECT LIGHT BEER (Falstaff) is now on the market by this brewery. Can is aluminum with the U.P.C. marking. (FA 52)

48. REIDENBACH PREMIUM PALE DRY BEER (General) is now out in an extruded steel can. Colors are slightly different with rose/brown colored bands replacing the previous copper colored bands. (GEN 72)

49. RHEINGOLD EXTRA DRY LAGER BEER (Rheingold), mentioned in the January-February issue, shown this issue. Can is extruded steel with U.P.C. (RHG 7)

50. ROLLING ROCK PREMIUM BEER (Latrobe) is now out in a 16 ounce aluminum can. (LTB 8)

51. SCHAEFER BEER (F&M Schaefer) is now available in an 8 ounce aluminum can. (SCH 19)

52. SCHELL'S BOCK BEER (August Schell), mentioned last issue, shown this issue. Another strong contender for Can of the Year honors! (SL 15)

SCHLITZ LIGHT BEER (Jos. Schlitz) is showing up with variations in the carbohydrates and protein contents information. Three varieties have been found so far.

53. SCHMIDT'S (C. Schmidt & Sons), in an apparent economy move, eliminated the color black from their 12 ounce can. I haven't seen the 16 ounce can, but would assume the same will be done. (STC 43)

54. SIERRA NATURALLY BREWED PILSNER BEER (Pittsburgh) is now out in a 16 ounce crimped steel can. (PIT 113)

55. STAG BEER (Carling National) is now available in a 16 ounce aluminum can. (CRN 19)

56. STROH'S BOHEMIAN STYLE BEER (Stroh) has added 355 ML to the contents of their can. Also, the U.P.C. marking has been added along with three horizontal rings near the bottom of the can. (ST 11)

57. TIME SAVER PREMIUM BEER (James Hanley) is now out in an extruded steel can. The brewery information line is now printed on a white background. (HAN 10)

UTICA CLUB LIGHT (West End) is reported to be in the development stages at this time.

VAIL (Jos. Schlitz) is supposedly being developed as a lower calorie beer. If my informant is correct, it will be the lowest calorie level on the market—48 calories. Will there be any taste left?

The History of the UPC Code Strip

Dave Stegman #10,856

In order to increase supermarket checkout efficiency and provide an inventory of sales, the large chain grocery stores formed a committee called the Uniform Grocery Product Code Council. They set out the qualifying characteristics of a system which would provide the needed information and also be as unobtrusive on product labels as possible.

A consulting firm, McKinsey and Co., was retained to analyze the situation and prepare a compatible system. A symbol comprising 10 to 12 characters was required which could be scanned at a rapid rate with very minimal error.

The final system design can be read three ways: By passing the object over a fixed scanner; By passing a fiber-optic wand about the size of a ballpoint pen across the symbol or by the operator reading the code and punching the numbers up on a machine.

In the symbol as we know it today, each character is represented by two black and two white "Bars". The symbol contains 12 characters, the last of which is a modulus check. This allows the symbol to be decoded in either direction. Omnidirectional scanning is done by crossing the symbol in an X pattern. The symbol specifications were set up by Distribution Codes, Inc. which holds the copyright on these symbols.

All told there are 5 sets of symbols for merchandise, which have separate coding. These handle general merchandise, drugs, pharmacy items through the National Health Items Code, etc.

As time goes on, we will be seeing codes appear on more of our cans. When supermarkets install these systems the brewers are forced to incorporate these symbols if they wish the stores to handle their product. Many of them have taken this occasion to incorporate other label changes, such as color, design, and contents revisions. All of which means more cans for us as many of the smaller breweries have not yet put symbols on their cans.

Can

Close-

Up

by Bill Christensen #33



Recently I've gotten a number of letters from people asking why didn't I do a column of West Coast cans, that they were tired of seeing East Coast stuff.

The reason I've dealt primarily with cans from the Northeast is that that is where I live, those are the breweries I know, or can readily find out, at least a little bit about, and that's the strongest section of my collection.

After I'd done some more columns on cans from my neck of the woods for awhile, it probably wouldn't be a bad idea if Lonnie found somebody else from another part of the country to do it, and he or she could write up some of the local oldies from that region.

For the present you're stuck with me and my prejudices; and if I happened to get turned on more by Mulehead Ale than by Coors or Golden Gate, then that's what I'll subject you to.

Anyway, to appease my critics, here are a few cans from California. I can't tell you much about them because I don't know much about them, but I think they're kind of cute.

So, get off my case, okay guys?

TOUGH CAN ? ? ?

Remember Dunk's?? That tough can to get. Well Dunk's is back out in the street again for the third time.

The beer was sold in four super markets in Tampa Florida area, for 3 months. Some 5000 cases were sold at that time. That's 120,000 cans. Add that to the other two runs and you come up with 366,000 cans. (This is an exact figure) That's enough cans for each BCCA member to have one case and a half for their collection.

By the time you read this item all the Dunks are sold out. It seems at the last moment someone purchased all that was left (1080 cases) Hope the cans rust.

John E. Doyle #6275



Packing Materials

By Dave Stegman #10856

Many references have been made in past issues of the magazine to the best way to pack cans when trading by mail. Newspaper is readily available to all, but there are other mediums which deserve consideration.

Plastic Bubble sheets: A lamination of two sheets of plastic film, one of which has been formed into a bubbled surface, these are heat bonded to form air pockets.

Shredded paper: Waste paper shredded into long strips about $\frac{1}{4}$ in wide.

Styrofoam "Peanuts": Styrofoam molded into peanut-like forms about 1 in. long

These materials are used by many industries for packing electronic gear, small fragile components, etc. Usually, after receipt, these packing materials are thrown away. I have obtained these free from the loading dock and receiving areas of many companies. They are only too happy to give them away.

Of the above, the bubble sheets are best used against the walls of boxes. Sheets with small bubbles can be wrapped around individual cans. The "Peanuts" can be poured around the cans to keep them separate. The shredded paper is good for filling large spaces.

I have received many cans from others using these materials and they are re-used by me to send my next packages out. Others can benefit from the use of these materials, too.

Billy Beer May Be Going Flat; Sales Down Here

Polls showing that President Carter's popularity has slipped since he took office may pale by comparison to those of his brother, Billy, if lack of sales of Billy Beer here is a barometer.

A spot check of the Indianapolis area shows the highly touted Billy Beer, endorsed by the President's brother, has disappeared from the shelves of liquor stores and taverns "because it isn't selling."

The price of a six-pack of the beer, which sold for \$2.02 when the beer was

introduced here last November, has been reduced to 99 cents "just to get rid of it," retailers reported.

Tom Mullin, representative here for Falls City Brewing Co. of Louisville, said Sunday, "We have no intention of pulling out of the Indianapolis market. By summertime we will have Billy Beer in all 50 states and the brewery is discussing plans to go international."

Ace Beverage Co., distributors of Billy Beer here, would not comment on the drop in sales.

THOUGHTS FOR A RAINY DAY

Do you ever stop and think
Of all the old cans from which you did drink?

And doesn't it give you a pain
When you know there are cone tops out in the rain?

How many dumps must you excavate
Before you'll find that first Playmate?

If you appreciate what I have to say
You must be a member of the BCCA.

Al Strano #89



Bomb's away!

A scavenging seagull blithely ignores the warning on the trash can concerning littering (including a \$500 fine) as it loses a beer can from a paper sack it had picked up along the beach at San Diego.

Beer Can Collectors of America 43

747 MERUS COURT • FENTON, MO 63026

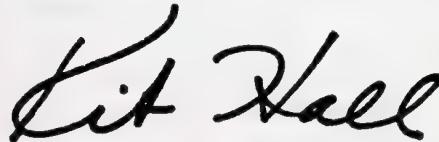
THE BEER CAN COLLECTORS OF AMERICA was founded in St. Louis, Missouri in April, 1970 by six beer can enthusiasts. We now have over 10,000 members in fifty states and in numerous foreign countries. There are no prerequisites for membership in the BCCA, only an interest in collecting beer cans. We have members in almost all walks of life and in every age group.

HERE ARE SOME OF THE BENEFITS OF BELONGING TO THE BCCA:

1. YOU RECEIVE a Composite List showing all canned beer brands held by our members. You can use this as a check list against your own collection.
2. YOU RECEIVE a Roster containing the names & addresses of fellow members. This is most helpful when trading by mail, phone or in person.
3. YOU RECEIVE your official Membership Card which is proof of membership for the year your dues are paid. This card entitles you to all the rights and privileges of a member of the BCCA.
4. YOU RECEIVE an official BCCA Windshield Decal and the BCCA embroidered Emblem.
5. YOU RECEIVE our bi-monthly (6 issues per year) publication BEER CAN COLLECTORS NEWS REPORT, which contains new brand information and numerous articles of interest.
6. YOU RECEIVE a Membership Certificate suitable for framing, signed by the President and Secretary.
7. YOU HAVE THE RIGHT to attend our Annual CANvention. The News Report will contain details about the CANvention which is held yearly in September.
8. YOU RECEIVE a Want Ad Bulletin every 45 days containing many possible trades. (A small charge is applied for placing ads. A coupon for one (1) free ad will accompany each new membership.)

We welcome you to join this fast growing, fun loving, club so you may enjoy the fellowship and all the benefits of membership; however, please note, the BCCA is a trading club, and the buying and selling of cans amongst members is strongly discouraged.

DON'T BUY THAT CAN, TRADE FOR IT,



Kit Hall
Secretary, BCCA

Applicants Please Read By-Laws on Reverse Before Filling Out This Application.

MEMBERSHIP APPLICATION

B.C.C.A. #

FOR OFFICE USE

NAME (LAST, FIRST, MIDDLE INITIAL)

NAME OF SPOUSE

STREET ADDRESS

USA OR CANADIAN CITY STATE ZIP C

CANADIAN PROVINCE
(TN) A/C TELEPHONE NUMBER

FOREIGN CITY, COUNTRY F

(OC) OCCUPATION

(BD) YEAR OF BIRTH

(CT) NO. OF CANS IN COLLECTION (CC) FOR OFFICE USE

Enclose a check or money order **NO CASH PLEASE** for \$17.00 (\$22.00 for foreign members) to cover initiation fee of \$5.00 and annual member dues for the year 1978 in the Beer Can Collectors of America of \$12.00 (\$17.00 foreign members). \$3.00 of this amount is for a subscription to the Beer Can Collectors News Report for one year. Return this bill form with remittance. **Members who join after October 1st will be paid for the balance of the present year plus all of the following year.**

Please make check payable to BCCA and mail to: BCCA 747 Merus Ct., Fenton, MO 63026

supply corner

BCCA IRON-ON



Beer Can Collectors of America ®

Make your own T-Shirt on your favorite fabric & color with the new BCCA official iron-on. Design comes in black & red, 10 inches x 10 inches. \$1.00 each postpaid

All prices include postage & handling

Mail your check (no cash) to:

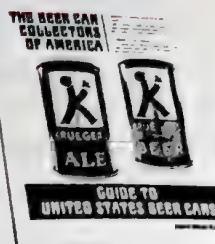
BEER CAN COLLECTORS OF AMERICA
Attn: Supplies Chairman
747 Merus Ct.
Fenton, Missouri 63026

Checks should be made out to BEER CAN COLLECTORS OF AMERICA. Allow four weeks for delivery.

ITEM	QTY.
Iron-on, \$1.00 ea.	_____
Guide to U.S. Beer Cans, \$6.00 ea.	_____
The Beer Book, \$4.00 ea.	_____
Guide to U.S. Beer Cans and The Beer Book, \$9.00	_____
Convention VII Can, \$3.00 ea. (1 only per member)	_____
News Report 3-ring binders, 2 for \$5.00	_____
Window Decals, 3 for \$1.00	_____
Embroidered Emblems, \$1.00 ea.	_____



\$4.00



\$6.00

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CLIP AND ORDER

Back Issues:

All back issues of the NEWS REPORT are available to members. 1971, 1972, & 1973 issues are 50¢ each. 1974 to present are \$1.00 each.

Circle issues wanted:

1971 - Mar, Jun, Sep, Dec
1972 - Mar, Jun, Sep, Dec
1973 - Jan, Mar, May, Jul, Sep, Nov
1974 - Jan, Mar, May, Jul, Sep, Nov
1975 - Jan, Mar, May, Jul, Sep, Nov
1976 - Jan, Mar, May, Jul, Sep, Nov
1977 - Jan, Mar, May, Jul, Sep, Nov
1978 - Jan, Mar,

NAME _____ BCCA# _____

STREET _____

CITY _____

STATE _____ ZIP _____

amount enclosed \$ _____

SCHMIDT SCENES

David A. Peterson #8386

If you like to collect detail, this article may be for you. Did you know that you can collect 178 different varieties of Schmidt scenes?

It seems as though there are 10 different sets for you to collect if you want to go all the way. The dates are my estimates.

1. Pfeiffer D/B/A Schmidt	17	1960	FT	gold stripe on each side of seam
2. Associated D/B/A Schmidt	17	1964	FT	gold stripe on each side of seam
3. Associated D/B/A Schmidt	17	1965	PT	gold stripe on each side of seam
4. Schmidt Div. of Assoc. (no zip)	17	1967	PT	yellow stripe on each side of seam
5. Schmidt Div. of Assoc. (zip)	17	1967	PT	yellow stripe on each side of seam
6. Schmidt Div. of Associated	17	1968	PT	white band on one side of seam
7. Associated	17	1970	PT	yellow stripe on each side of seam
8. Associated	17	1971	PT	blue band on one side of seam
9. Heileman (straight sided can)	21	1973	PT	blue band on one side of seam
10. Heileman (crimped sided can)	21	1974	PT	blue band on one side of seam
11. Rainier (alum) ?				

So there are 178 cans for you to collect, which I doubt anyone will do. There are 34 FT and 144 PT. I noticed 3 different Can Co. (American, National, and Continental) and I wouldn't be surprised if Crown was involved. More varieties?

Heileman added four new cans to the series (water skier, snow skier, snow mobile, and auto racing). The other scenes are the same for all sets.

The problem is complicated by Pfeiffer Brewing Co. Detroit, Michigan who put at least 9 scenes. Three of the Pfeiffer's scenes are identical to the Schmidt scenes, (the pike, the Canadian Geese, and the pheasant). There obviously was a connection between Pfeiffer (Detroit-1960) and #1 above.

On the bottom of the Schmidt cans it reads: The Brew that Grew with the Great Northwest. On the Pfeiffer cans it reads: THE REAL BEER FROM THE GREAT LAKES COUNTRY.

Hang on, I am sure I have missed some. By the way, what the heck does D/B/A mean?



front of
Schmidt can



front of
Pfeiffer can



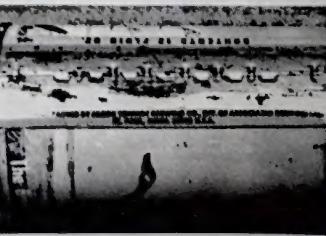
seam of # 8



seam of # 9&10



seam of # 2&3

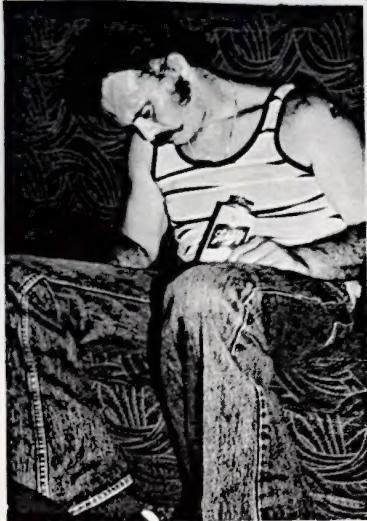


seam of # 5

TRIVIA

CAN you name the only brand of beer that was named after a Civil War general (indirectly)????

You variation freaks might like to know that there are over 70 different Lucky cans.



THE most photogenic BCCA'er must be Gene Migliori. No one knows how many times his mug has been in the report, but here it is again. This time submitted by Warren Hardaker. Warren says he wasn't sure which problem Gene had really encountered; that of working 12 hours, & then driving to a meeting in Oregon, or drinking the contents of the can he is holding. Probably the latter.

I've had some complaints about my lack of typing skills. So, here are a list of corrections for all of you a,r,e,34,a,z,t,p,ee,ph, l & c.

REVEALED AT LAST!

This pleasant looking person was the one we reported some time ago, to be the person to show up a week early for an area swap meet. We won't reveal his name.

This issue. 



CANVERSATIONS WITH THE BERGMEISTER 799

A Decorative Column



One small advantage to doing this decorative column, is being able to almost say what you want. Sometimes. Last summer, I would bet about 10 or so collectors came thru beautiful Gillette, Wyoming. I would also bet that only one stopped to see us, and that the rest of you buzzed right on by. Thanks! I charge admission to see my collection, anyway.

Dan Reitz wants to form a new Chapter. A Lonely Hearts Chapter. Mainly because he can't live without Kathy McCleland.

Gary Crossen, #8068, sez he is thinking ahead, and has a way to help future collectors. Gary, after he drinks a beer (from a non-tradeable can) is coating each can with a nice layer of Rust-O-Lem. That way, he figures, collectors of the future won't have to clean up their dumping finds.

Bob Herrmann, can-vention co-chairman for Milwaukee for this fall. Bob was quoted as saying that BOTH ice machines at the Marc Plaza Hotel are full and ready to go.

RECENTLY, a midwest area collector was robbed of a can. A 007, in fact. Said the mid-west collector.. "Sure glad it wasn't anything valuable."

Rolfe Weiss called the other night. Says he can hardly wait to get to Milwaukee so he can meet LaVerne & Shirley. He hoped that they would also take him on a tour of the Shotz Brewery

STEVE GECEWICZ also sent in this picture of the "Worlds Rarest Beer Can". Seems he couldn't find a buyer for a 1948 Plymouth he had, and placed a classified ad stating that he would trade it for a beer can collection. Much to Steve's surprise, he got a # of phone calls, mostly from younger folks, who had better cans than he, and he didn't want to be embarrassed when they brought them over to his house. Finally he found a guy who had to get rid of his cans, do to being college bound. It consisted of about 1500 cans, & about 2000 traders. Steve came to the conclusion that his '48 Plymouth must be rare do to its 3500-1 "value". I doubt if I could get 2/1 for my Jeep after this winter....

NO SURVIVORS brought about some rather interesting mail. Surprisingly, most of it positive. (if you didn't read it already, you should, because its about you....)

Some of the better one's; From Gary Hibbard, #13349--"Anyone who would throw away a Grand on 7 beer cans should be locked in a rubber room"...From Dick Adamowicz's Hall of Foam..."A picture of an active BCCA member on a Brickskellar can as an endangered species"....Indeed! ()()()()()()()()()()()()()()

ODD JOBS

This weird hobby of ours also has some very weird occupations listed for some folks. Like.... Mike Gehrman, #6402 who is a sumo wrestler & a pearl diver. Uh huh. Travis Kendall, #13452 is a fur trapper, #12642 Frank Funk is a rip saw, #11620 Billy Edson is a kid. He should probably belong to Ann Hagopian #7423 who lists her as a goat farmer. We believe that one. Hi Ann! Tracy Larson #12969 is a 14 yr. old campground owner, #11455, Arvin Kuhn is an astronaut. Most of us are after a convention, too. Richard Huslage #11418 is non-destructive, #13552 is the best computer abbreviation in the whole roster. It lists Russell Funk as an apprentice plum. Which must be something like a caterpillar.....

AT LAST! MORE DUMPING FINDS
From Steve Gecewicz, #1485... 50 (!) sets of deer antlers, a deep gorge filled with deceased porkers, and 3 Chevy 85 Ales, a dead cow in Ohio, & in Nebraska a Model T Ford, Ken Simon, #10269 some more dead members of the animal kingdom, a collection (?) of Swedish pornography, and some funny looking plants with equally funny looking people suggesting we leave. Ken also found one of the same things that Ron Greenblatt found, that we still better not talk about.

Brent Sheaffer, #14263 happened upon a \$20 bill, enough shingles to do a roof & a weirdo looking at him thru the sights of his rifle.

Dan Reitz reports that Pittsburgh's Magna Carta can is their answer to Billy Carta beer.

POLITICISH-CANS

From the infamous Joann Brown, the most active non-member of the BCCA we know.... Andrew Jackson Beer in Hickory cans, Abe Lincoln Beer brewed honestly and in tall cans, Dwight Eisenhower beer "the bland beer", and Harry Truman beer "the beerstops here. Joann also suggests movie star brews-- Clint Eastwood Beer in cast iron cans, John Wayne beer brewed only with American ingredients & not at all for export, & also some sports figure cans- Mark Spitz beer "never dry-always wet (and very obsolete) Joe Namath Beer would come with a free pair of panty hose. And that's enough of that!

Well, about this time of the year I usually take a moment to write a few letters to my good friends, the time of year when I remember all the good things, and indulge myself to the extent of getting a little sentimental.

It's a blustery evening, but down here in my den it's cozy and comfortable. I'm sitting here before a nice open fire with my typewriter, sort of half listening to the radio and sipping an Olde Frothlingslosh. I only wish you were here, but since you are not, the least I can do is toast your health and happiness, so time out, old pal -- while I bend my elbow to you.

I just took time out to open up another brew, this time a Schell's Export (if this was the best recipe, what did the other one taste like.) While I was up in the kitchen, I thought of all the time I would waste this evening if I went up to get another beer every once in a while, so I just brought a whole bunch of them back down with me so I'd have them right here beside me and wouldn't have to waste time going after more of them. So now I'm all set and here goes. Besides, beer is a great drink, for some reason they never seem to affect me in the slightest. Can drink them all day long, so here goes.

The frearest thir' in the hole world is friendship. And believe me pal, you are the gearest pal anybody ever had. Do you remember all the swell times we had together old pal? The wonderful dumpn trisp. I'll never forget the time you put the dead skunk in my sleeping bag. Ha ha boy how we laughed didn't we. Never did get the stink out of it. But it was pretty funny anyway. I still laugh about it once in a while. Not as much as I used to but wiat the hell & after all you still my best pal; and if a guy can't have a laugh on a good true friend once in a while what the hell?

cans empty again so I just went up and got another 6 pack and I sure wish you were here old pal, to help me drink those things cause they are simply delicious. Pardon me while I lift my can to your good health once again because you are the best pal; I got of course why apal would do a dirty thing like putting a skunk in a other pals sleeping bag I am dan if I know. That was a lousy thing for anyboddy to do to anyone a first class hell would drop it. Wasn't a dam bit funny. Still stinks to. an if you think this is damn funny you can go straight to hell and stay there you dirty lous

A BRIEF EDITORIAL

NEW cans are what this hobby is all about sort of. But it is getting awful irritating, in fact disgusting to hear that many of the new cans that come out of the August Schell Brewing Co. are always "limited editions" Examples...the new, but of course already obsolete Andy's in the sort of purple can. Also have heard that Schell's Bock is a limited run. It is probably already long gone as you read this. Don't these FOOLS realize that in the long run they are hurting themselves more than helping ANYBODY? I also don't think we really need (if it was indeed released) Bunny Beer or Gorilla Beer. They are starting to make this hobby look idiotic.

FOR those of you who are thinking of joining the U.S.A.F., you had better not plan on taking your cans with you if you should get transferred. Nope, they won't pay for the moving cost for any collections.

OVERHEARD... "The mass migration of Texans to Colorado will lower the average IQ of the state!"

John Nutting, collector supreme, and Coors Distributor supreme, who lets the Mile Hi Chapter use his warehouse for trade meets, and gives them free beer (not Supreme, but Coors) was the purchaser of 10 raffle tickets for the Badger Bunch "cost-of-convention-cutting" raffle. Sure hope John doesn't win 1st prize. I know I wouldn't want a weekend with Paul Kalous. Or even 10 minutes.

SPEAKING OF NEWSLETTERS:

Thanks for all the support; out of 150 members, 2 guys volunteered their help in producing the Newsletter. You're all making Jeff Berg's article on apathy in the BCCA NewsReport read like Gospel.



Mark Ferguson received this in the mail from a lot of different people. And rightly so!

SCHLITZ..LIGHT. (fingered)

MILWAUKEE (AP) — The Jos. Schlitz Brewing Co. has been indicted by a federal grand jury on charges of paying \$1 million to taverns, hotels, liquor stores, sports arenas, airports and bootleggers to boost consumption of Schlitz beer.

Schlitz, the nation's third largest beer maker, was named Wednesday in three felony counts of tax fraud for allegedly deducting the cost of the illegal payments and kickbacks from federal income taxes for 1972, 1973 and 1974.

A Wisconsin tax official said retailers named in the indictment against the company could be subject to audits by the state Department of Revenue and by the U.S. Internal Revenue Service.

"If a person or corporation received a kickback, legal or illegal, it constitutes taxable income," Nick Nichols,

deputy secretary of the Wisconsin Department of Revenue, said.

Schlitz was charged with 743 counts of conspiring to violate the federal Alcohol Administration Act, all misdemeanors, between 1967 and 1976, and it was also charged with one blanket count of conspiring to violate the act.

Conviction could result in fines totaling \$759,000, and the felony tax charges could endanger the company's right to do business in some states. No individuals were indicted.

D.F. "Jack" McKeithan Jr., Schlitz chairman of the board and executive officer, said earlier that the firm would fight the charges in court. He contended the marketing activities cited in the indictment were industrywide practices.



IF YOU can identify this U.D.O. (Unidentifiable Drinking Object) you win, it.

Would also be nice to receive YOUR chapters News Letter, y'know.

PLEASE NOTE: Because a quality organization needs active participation by its membership, it is necessary that all members participate in the functions of the organization.

Therefore, as a condition of my membership in the NORTH STAR CHAPTER, I understand that I will be asked to assist with the various chapter functions (newsletter, trade sessions, Guzzle 'n Twirl, etc.) and am willing to work, if possible, when asked. Furthermore, it is understood that continued refusal to do my share may result in termination of my membership in the NORTH STAR CHAPTER.

NO BRAG, JUST FACT.

These clips come from the Olde Frothlingslosh Chapter Report & the North Star News.

(signature)

No memberships accepted without signature.

Erie Brewing Co. Closes March 10

America's oldest family-owned brewery, makers of Koehler Beer since the legendary Jackson Koehler introduced it in 1847, came to an official end Sunday when local officials announced the purchase of the Erie Brewing Co. by C. Schmidt and Sons.

Frederick A. Blass Sr., chairman of the board and grandson of Jackson Koehler, said economics was the major reason for the sale.

He estimated that 150 employees will be without work when the Erie Brewing Co. closes March 10.

Schmidt has acquired the brand names of the Erie

beers, the brewing and packaging supplies, and the formula of the beer. The agreement does not include the sale of Erie's plant, real estate or other machinery.

J.M. Magenau Jr., president of Erie Brewing Co., explained the sale to employees at a special meeting Sunday.

Joseph Santone, labor representative of the Teamsters Union, of which many company employees are members, said he was convinced that officials of the brewery did all they could to keep operations going.

As recently as last October, employees decided to

relinquish wage increases in hopes the company would be able to turn things around.

"Now the company has promised to pay back all that the workers would have made since that time," Santone said.

"We understand that a few employees will be taken to Cleveland or wherever it is decided to continue the brewing of Koehler," Santone added.

Schmidts, which operates plants in Cleveland and Philadelphia, intends to manufacture and distribute Erie products in the Erie marketing area, a Schmidts' spokesman said.

"We're glad that the Koehler name will be kept alive," Blass said, noting that Erie was fortunate to have a brewery last and operate as long as it did.

He said there are no longer any breweries in Buffalo, N.Y., no local breweries in Cleveland, and only one in Pittsburgh.

Blass indicated that efforts were made to keep the brewery as modern as any, but he said it was to no avail. "Even at the peak of our sales, we would have had to sell more beer to keep going," he said.

Blass said even an advertising campaign embarked upon

several months ago was not enough to stop the decline. Koehler advertising was long considered by experts as original and effective.

In addition to its advertising success, Koehler was also a prize winner at numerous European competitions where it was awarded gold and silver medals.

Tours of the local plant will cease on March 10 and the first bottle of Koehler to be brewed by Schmidts is expected to come out in early April.

Rooftop O'Toole



Convention VII Commemorative Can

The official can available only to members who did not receive one at the national Convention. (1 only per member) Only 5,000 were manufactured and less than 500 remain available.